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L19: Entry 5 of 5   File: USPT   Jan 22, 2002

US-PAT-NO: 6341270
DOCUMENT-IDENTIFIER: US 6341270 B1

TITLE: Method for providing vendor notification marketing in an electronic commerce network environment

DATE-ISSUED: January 22, 2002

INVENTOR-INFORMATION:
NAME	CITY	STATE	ZIP CODE	COUNTRY
Esposito; Augustine N.	Scottsdale	AZ		
Garrett; Gregg	Scottsdale	AZ		

ASSIGNEE-INFORMATION:
NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Aether Systems, Inc.		DE			02

APPL-NO: 09/ 236510   [PALM]
DATE FILED: January 25, 1999

PARENT-CASE:
CROSS-REFERENCES TO RELATED APPLICATIONS This application claims priority from the following U.S. Provisional Patent Application, the disclosure of which, including all appendices and all attached documents, is incorporated by reference in its entirety for all purposes: U.S. Provisional Patent Application Ser. No. 60/107,785, Augustine Esposito entitled, "METHOD AND SYSTEM FOR PROVIDING VENDOR NOTIFICATION IN AN ELECTRONIC COMMERCE NETWORK ENVIRONMENT," filed Nov. 10, 1998. The following commonly-owned copending applications are being filed concurrently, and are hereby incorporated by reference in their entirety for all purposes: U.S. patent application Ser. No. 09/237,292, Augustine Esposito and Greg Garrett entitled, "METHOD AND SYSTEM FOR CONDUCTING REAL TIME ELECTRONIC COMMERCE"; and U.S. patent application Ser. No. 09/237,289, Augustine Esposito and Greg Garrett entitled, "APPARATUS FOR PROVIDING VENDOR NOTIFICATION IN AN ELECTRONIC COMMERCE NETWORK ENVIRONMENT."

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/26; 705/27, 705/37
US-CL-CURRENT: 705/26; 705/27, 705/37

FIELD-OF-SEARCH: 705/1, 705/26, 705/80, 705/27, 705/37

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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L19: Entry 2 of 5   File: PGPB   Nov 14, 2002

DOCUMENT-IDENTIFIER: US 20020169640 A1
TITLE: System and method for facilitating asset-based financing in a private sale

Summary of Invention Paragraph:
[0015] The automobile industry is receiving from a variety of sources an
unprecedented pressure to change. They range from publicly owned dealer groups such
as AutoNation USA, Sonic Automotive, United Auto Group, and Group 1; to Internet
based companies such as, CarsDirect.com, CarPoint, Autobytel, AutoWeb, and
AutoTrader.com. In addition to these new entries to the automotive scene, some auto
manufacturers, such as Ford and General Motors, have purchased a controlling
interest in dealer organizations; others, such as Saturn and Mercedes-Benz, have
implemented one price selling strategies.

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US PAT NO: 6282517
DOCUMENT-IDENTIFIER: US 6282517 B1
** See image for **Certificate of Correction** **

TITLE: Real time communication of purchase requests

DATE-ISSUED: August 28, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Wolfe; Don P.	Irvine	CA		
Nottage; Douglas S.	Irvine	CA		
Waggoner; Kevin J.	Rialto	CA		
Nelson; Tim E.	Pomona	CA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
autobytel.com, Inc.	Irvine	CA			02

APPL-NO: 09/ 231409   [PALM]
DATE FILED: January 14, 1999

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/26; 705/27, 705/28, 705/36
US-CL-CURRENT: 705/26; 705/27, 705/28, 705/36

FIELD-OF-SEARCH: 705/26, 705/37, 705/27, 705/28

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
☐	5283731	February 1994	Lalonde et al.	
☐	5592375	January 1997	Salmon et al.	
☐	5671279	September 1997	Elgamal	
☐	5710887	January 1998	Chelliah et al.	
☐	5842178	November 1998	Giovannoli	
	5937391	August 1999	Ikeda et al.	705/14

☐

OTHER PUBLICATIONS

Henry, Ed; The virtual Car Buyer; Kiplinger's Personal Finance Magazine; p145-150, Sep. 1995.*

Conhaim, Wallys W.; Buying cars online; Link-Up; v15; n5, Sep. 1, 1998.*

Electronic Marketplace Report, Automotive Sites Missing Web Ad Opportunities; v10; n22, Nov. 19, 1996.*

Interactive Marketing News; Auto-by-Tel Wins Educated Customers and Low Prices; v31; n28, Oct. 18, 1996.*

M2Presswire; What Car? TV limited: What car? Online and What Car? Text boost manufacturer and dealer sales leads, Aug. 31, 1998.*

PR Newswire Page; Autoweb.com's New Risk-Free Pricing Structure Revolutionizes Online Car Buying Industry, Feb. 9, 1998.*

Nauman, Matt; The Virtual Showroom Car Shopping on the Web; San Jose Mercury News, Section: Drive; p12, Feb. 7, 1997.*

PR Newswire; Navidec Inc. Announces Third Quarter Results, Nov. 6, 1997.*

PR Newswire; Navidec Announces "Wheels" Launch Progress Ahead of Schedule, Oct. 27, 1997.*

Naughton, Keith; Revolution in the Showroom: Finally, consumers are in the driver's seat-and pushy dealers look like dinosaurs; Business Week; n3463; p70, Feb. 19, 1996.*

Business Wire; Lycos and AdOne's ClassifiedWarehouse.com Create Online Alliance . . . ;p1093, Dec. 2, 1998.*

Hickford, Michele;Autoweb.com: Industry Leader Autoweb.com Revolutionizes Online Car . . . , Jan. 31, 1998.*

Washington, Frank S.; Autoweb Plans Major Ad Effort; Automotive News; v71; n5726; p1-6, Aug. 11, 1997.*

Akasie, Jacy; Want to buy a new car?; Forbes; v162; n13; p144-148, Sep. 1995.

ART-UNIT: 214

PRIMARY-EXAMINER: Millin; V.

ASSISTANT-EXAMINER: Kanof; Pedro R.

ATTY-AGENT-FIRM: Knobbe, Martens, Olson & Bear, LLP

ABSTRACT:

A method and apparatus for formulating and submitting a purchase request over a computer network and making said purchase request available to a dealer immediately. A Data Center system has a system database, a buyer interface, and a dealer interface. The system database includes an exclusive database region for each participating dealer. A potential buyer submits a purchase request over a computer network to the Data Center system. The purchase request includes a product identification data and a buyer location information. The Data Center system further contains dealer information, product information, and the like. The Data Center system determines at least one appropriate dealer to receive the purchase request. The Data Center creates a purchase request record from the data and information provided in the purchase request. The Data Center then communicates the purchase request to the appropriate dealer by immediately storing the purchase request record into the appropriate dealer's exclusive database region. Thus, the purchase request record becomes immediately available to the appropriate dealer.

33 Claims, 17 Drawing figures

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☐ 1. Document ID: US 5940807 A

L1: Entry 1 of 1   File: USPT   Aug 17, 1999

US-PAT-NO: 5940807
DOCUMENT-IDENTIFIER: US 5940807 A

TITLE: Automated and independently accessible inventory information exchange system

DATE-ISSUED: August 17, 1999

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Purcell; Daniel S.	Amarillo	TX	79159	

US-CL-CURRENT: 705/26; 705/27, 705/28, 707/104.1

ABSTRACT:

A method for controlling the collection, processing and dissemination of information
by a host regarding product and service availability. The method includes the steps
of establishing a host operated information management system wherein the
information management system is a computer having information processing and
storage capabilities. The host also has electronic communication connections such as
modems that permit third parties to electronically connect with the information
management system for exchanging information therewith. Host approved sellers of
products and services are granted limited electronic access to the information
management system so that each approved seller then has a self-initiated capability
to exclusively access that seller's inventory information that is maintained on the
information management system for adding, amending and deleting portions of the
seller's inventory information. The seller's inventory information is analyzed and
assimilated into a buyers listing of products and services available through the
information management system to potential buyers. Host approved buyers of products
and services are granted limited electronic access to the information management
system so that each approved buyer has a self-initiatable capability to access the
buyers listing for reviewing products and services of interest to that buyer. Within
the information management system, the capability is provided for a purchase
transaction to be initiated by an approved buyer who electronically designates a
product or service of interest for purchase from the buyers listing.

17 Claims, 3 Drawing figures
Exemplary Claim Number: 1
Number of Drawing Sheets: 3

| Full | Title | CLS.1   REF.1 SEQ.1 ATT.1

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<u>L18</u>	L17 and purchase same requests	145	<u>L18</u>
<u>L17</u>	L15 and (database or data with base or data adj base)	252	<u>L17</u>
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<u>L15</u>	(purchase adj1 order) and (order adj1 status)	257	<u>L15</u>
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<u>L12</u>	L11 and dealer near terminal	32	<u>L12</u>
<u>L11</u>	manag$ near3 system	138456	<u>L11</u>
<u>L10</u>	L9 and split near3 screen	8	<u>L10</u>
<u>L9</u>	L5 and (task or work) near3 list	83	<u>L9</u>
<u>L8</u>	L6 and split near screen	5	<u>L8</u>
<u>L7</u>	L6 and (task or work) near3 list	10	<u>L7</u>
<u>L6</u>	L5 and dealer$	291	<u>L6</u>
<u>L5</u>	L4 and (database or data with base or data adj base)	1453	<u>L5</u>
<u>L4</u>	L3 and (auto or car or automobile or vehicle)	1547	<u>L4</u>

L3	L2 and buy$ and sell$	3401	L3
L2	L1 and manag$ near3 system	66249	L2
L1	purchase near$3 request$	2514503	L1

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L21 6341270.uref.	2	L21
L20 autobytel.as.	0	L20
L19 autobytel	5	L19
DB=USPT; PLUR=YES; OP=OR		
L18 5615342.pn.	1	L18
L17 5765139.pn.	1	L17
L16 5757917.pn.	1	L16
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L14 (automobile or car or vehicle) near purchase near3 requests	13	L14
L13 L12 and purchase near requests	16	L13
L12 (automobile or car or vehicle) near sales	887	L12
L11 L10 and dealers	65	L11
L10 L9 and purchase near requests	271	L10

L9	L8 and database	271	L9
L8	L7 and buy$	296	L8
L7	L6 and sell$	366	L7
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L5	purchase near request	2248	L5
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Dec 28, 1996 *	Jul 20, 1997	May 06, 1998 *	Feb 08, 1999	Mar 03, 2000	Jan 19, 2001	Aug 13, 2002
	Dec 12, 1997 *	Dec 02, 1998 *	Apr 21, 1999 *	Mar 04, 2000	Feb 24, 2001 *	Aug 21, 2002 *
	Dec 24, 1997 *	Dec 06, 1998	Apr 24, 1999	Apr 08, 2000 *	Mar 01, 2001 *	Aug 27, 2002 *
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			Oct 13, 1999 *	May 20, 2000	Apr 02, 2001	Sep 13, 2002 *
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				Oct 18, 2000	May 15, 2001 *	Nov 25, 2002
				Oct 19, 2000	May 18, 2001	Dec 02, 2002
				Nov 09, 2000 *	May 20, 2001 *	
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				Dec 16, 2000 *	May 26, 2001	
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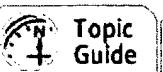
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   Reid Goldsborough. **Beef.** Minneapolis: Jan 1999. Vol. 35, Iss. 5; p. 28 (2 pages)
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☐ 2. **Factors influencing consumer perceptions of Web-based decision support systems**
   Rex Eugene Pereira. **Logistics Information Management.** Bradford: 1999. Vol. 12, Iss. 1/2; p. 157
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☐ 3. **Build it, and they will come**
   Philip E Hendrix. **Marketing Management.** Chicago: Winter 1999. Vol. 8, Iss. 4; p. 31 (5 pages)
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   Peter Drucker. **The Economist.** London: 1999. p. 95 (1 page)
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☐ 5. **ON THE MOVE // ORANGE COUNTY'S MOVERS AND SHAKERS**
   Orange County Register. Santa Ana, Calif.: Dec 21, 1998. p. d.08
   📄 Full text   📇 Abstract

☐ 6. **Consolidation may be best route for car industry to handle downturn: Poor sales and margins have forced manufacturers and dealers to reappraise the way they do business, in the hope of instilling investor confidence, writes Jonathan Ford:**
   Ford, Jonathan. **Financial Times.** London (UK): Dec 18, 1998. p. 27
   📄 Full text   📇 Abstract

☐ 7. **US Net car buying service to open UK arm**
   Anonymous. **Marketing Week.** London: Dec 17, 1998. Vol. 21, Iss. 42; p. 8 (1 page)
   📄 Full text   📇 Citation

☐ 8. **Infoseek Selected as HP Covision Partner**
   PR N wswire. New York: Dec 15, 1998. p. 1
   📄 Full text   📇 Abstract

☐ 9. **The Internet (A Special Report): Interview --- Buying Power: According to John Hagel, the Web is turning business on its head**
   By David Bank. **Asian Wall Street Journal.** New York, N.Y.: Dec 14, 1998. p. S.9
   📄 Full text   📇 Abstract

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☐ 10. **Want to buy a new ●●●?**
Jay Akasie. **F** **rbes.** New York: Dec 14, 1998. Vol. 162, Iss. 13; p. 144 (2 pages)

📄 Full text   📖 Abstract

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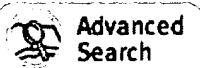
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Business Wire
The Global Leader in News Distribution

Auto-By-Tel Corp. Changes Name to "autobytel.com inc." and Unveils New Web Site

Business Editors/Automotive Writers. **Business Wire**. New York: Aug 3, 1998. pg. 1

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Abstract (Article Summary)

"Until now, consumers have thought of **Autobytel**.com primarily as a purchasing program that enables them to get a great deal on a new or used car," said Mark Lorimer, **Autobytel**.com's president and chief executive officer. "The enhanced features on the new site let **Autobytel**.com play a more integral role in the car-buying process, while retaining our commitment to painless car buying." Empowering Consumers With **Autobytel**.com's Tools

Full Text (915 words)

IRVINE, Calif.--(Automotive Wire)--Aug. 3, 1998--

The Name Change, Combined With the Re-launch of Its Web Site,

Serve to Enhance **Autobytel**.com's Position as the Premier

[Table]
     Destination for All Things Automotive   Editor's Summary   --

     Name change to **autobytel**.com inc. reflects company's position

as premier automotive destination. --

Autobytel.com's tools makes vehicle selecting and buying easier

than ever, includes MSRP and dealer invoice pricing on customized

vehicle choices. --

Autobytel.com's improved navigation empowers visitors to take

advantage of site's new features. --

Enhanced content gives car buyers access to all the research

tools they need. --

Finance tools let car buyers quickly assess monthly lease and

loan payments. --

More "community-based" features include For-Sale-By-Owner section

and Consumer Test Drive forums.

Auto-By-Tel Corp. Monday announced it has changed its name to "autobytel.com inc." The name change, coupled with the launch of a significantly enhanced Web site, are part of Autobytel.com's long term plans to offer consumers everything automotive related, including proprietary research tools, pricing information, links to third-party information providers and low-cost car buying.

"Until now, consumers have thought of Autobytel.com primarily as a purchasing program that enables them to get a great deal on a new or used car," said Mark Lorimer, Autobytel.com's president and chief executive officer. "The enhanced features on the new site let Autobytel.com play a more integral role in the car-buying process, while retaining our commitment to painless car buying." Empowering Consumers With Autobytel.com's Tools

Autobytel.com realizes that every car buyer is unique and the ways in which they determine their car of choice can differ greatly. After considerable analysis and research, a site has been developed that gives consumers an entire library of tools to make better buying decisions. In addition to tons of searchable research information, including car reviews, factory brochures, specification lists, articles from The Weekly AutoMarket Report, and more.

Car Browser ("Just Browsing") -- Car shoppers who are just

beginning their car search can browse through hundreds of vehicle

photos for every make and model, ultimately leading them to

specification and pricing information.

Car Selector ("Ready to Select") -- Car shoppers who have certain

needs or primary considerations (e.g., an SUV that costs between

$30,000 - $40,000) can take a quick trip through Autobytel.com's

Car Selector to pinpoint the vehicle that suits their needs.

Car Builder ("Ready to Buy") -- When a car buyer is ready to put

in a request to purchase, **Autobytel**.com lets them "build" their

car. When they choose the make, model and exact series, the next

screen automatically fills with the vehicle's standard features.

Next, customers can add option packages and watch the dealer and

MSRP prices change. This process enables car buyers to generate a

customized "window sticker" complete with dealer invoice and MSRP

pricing, which is then routed directly to the **Autobytel**.com

manager at an accredited dealership. A purchase vs. lease

calculator lets car buyers analyze the financial aspects

acquiring their car, including the monthly payment.

Expanded Used Car Selector

The **Autobytel**.com Web site also gives used car buyers new and improved means to find that perfect used vehicle. **Autobytel's** Certified Used Car CyberStore now incorporates easy to use search tools for finding cars that help consumers meet their specific needs (e.g., an SUV within 50 miles that costs less than $20,000 and is newer than 1995).

In addition, **Autobytel**.com now gives consumers the ability to list and sell their used vehicles directly from the site. Powered by Classifieds 2000, the Web's largest classifieds listings, the new For-Sale-By-Owner section underscores **Autobytel**.com's dedication to giving consumers the widest range of choices when it comes to buying and selling a vehicle.

When ascertaining a used vehicle's trade-in value, **Autobytel**.com visitors are given easy access to Kelly Blue Book reports directly from its site. The Automotive Destination on the Web

"Improved content, combined with **Autobytel's** tools, takes the notion of easy, painless car shopping a giant leap forward," said Lorimer. "However, **Autobytel**.com strives to be much more than a shopping area. Many of the new features encourage community involvement, while improved navigation and searching tools make using **Autobytel**.com easier than ever."

With today's launch, **Autobytel**.com includes the first in a series of user forums, the Consumer Test Drive area, where consumers can share their personal views on vehicles they've recently driven.

For improved navigation, **Autobytel**.com has adopted a tabbed interface, letting users easily find their way by clicking "folder-like" tabs at the top of the page (Home, New, Used, Research, Finance, Insure, Warranties, and Rewards). An easy-to-access search page gives visitors the ability to view the contents of the site and search specific areas from a slightly different vantage point. Logo Change Reflects "Destination" Theme

"We wanted a logo that illustrated the strength of our brand while reminding consumers that they are in the driver's seat when buying cars through **Autobytel**.com," said Anne Benvenuto, **Autobytel**.com's senior vice president, marketing.

She further commented, "The key element of the logo is a mark symbolizing a road, which signifies a destination that leads to **Autobytel**.com." The logo uses a color combination of deep blue and bright red to reinforce the concept of leadership while offering comfort and a bit of fun and excitement. About **autobytel**.com inc.

Irvine-based **autobytel**.com inc. (www.**autobytel**.com) is a nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. **Autobytel**.com's North American Accredited Dealer Network includes more than 2,600 dealerships, representing every major automotive manufacturer. **Autobytel**.com is a registered service mark of **autobytel**.com inc. SEQN: BW0291

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Cultural breakthrough

Justin Hibbard. **Informationweek**. Manhasset: Sep 21, 1998. , Iss. 701; pg. 44, 7 pgs

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Abstract (Article Summary)

As technology pervades just about every organization, IT managers are becoming a vital part of the corporate culture. Some IT managers are adding to their job description the care and feeding of company culture - not just because it builds morale, but also because it affects the success of IT projects, a company's ability to compete, and even the bottom line. ⓘThe Home Depot Inc. has such a strong culture of customer service that people speak of employees bleeding orange (the company's official color). ⓘHome Depot's IS department takes pains to design systems that support the company's values. Measuring the impact of corporate culture can be tricky. There are various methods, but no standard has emerged. Most methods produce the same conclusion: Strong culture produces strong bottom-line results. ⓘBuckman Laboratories measures the impact of its culture by sales of new products. Globalization is requiring ⓘBecton Dickinson to redefine its culture by committee. At many young companies, the trappings of Internet commerce are built into the culture from the founding.
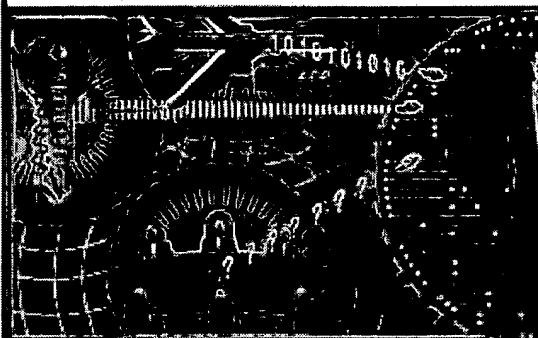
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Cultural Breakthrough

AS TECHNOLOGY PERVADES JUST ABOUT EVERY
ORGANIZATION, IT MANAGERS ARE BECOMING
A VITAL PART OF THE CORPORATE CULTURE
BY JUSTIN HIBBARD

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When Jodie Ray joined ⓘBrinker International Inc. last year as senior VP and CIO, the $1.6 billion restaurant company was reorganizing after posting lackluster earnings. Ray wanted his people to stimulate the effort, so he gave them a talk-a talk that had nothing to do with technology. He spoke to them about how people learn, how they communicate, and how they handle change-in short, about corporate culture. A year later, Ray is getting requests to speak from other Brinker departments, and his ideas have helped form cross-functional teams that are reengineering the company's budgeting process and supply chain. "Our vision is that the IT department be a catalyst for major change," Ray says.

That vision is shared by a handful of other IT managers who are adding to their job description the care and feeding of company culture-not just because it builds morale, but also because it affects the success of IT projects, a company's ability to compete, and even the bottom line. At medical-products maker ⓘBecton Dickinson & Co., a group of IT professionals rebuilding the company's technology architecture work in teams without job titles, an informal culture that the entire company will adopt when the new systems roll out.

At Prudential Insurance Co. of America, the rollout of 12,000 notebook computers is accompanied by training designed to transform the low-tech culture of insurance agencies into one in which salespeople gain a competitive edge by using IT to manage customer information. At chemicals company ⓘBuckman Laboratories International Inc., the IT department is helping its 20 operations around the world adopt one set of business processes that support the company's new mission statement, which emphasizes customer service and the use of knowledge.

At all of these companies, IT managers are recognizing that technology's broad reach throughout their businesses puts them in a unique position to influence culture. "IT departments have become the moving spirit of how the cultures of organizations are changing," says John Logan, chairman of ⓘAberdeen Group, an IT research firm. "The successful enterprises now live in a culture of continuous change, and that becomes the ultimate objective of IT: a situation where employees are not threatened by change but are encouraged by it because they believe it will improve their own livelihoods."

Thriving on change is one of the main cultural values Ray promotes at ⓘBrinker, which operates Chili's Grill & Bar, Romano's Macaroni Grill, and other casual restaurants. He teaches a onehour workshop called "Growing in a Changing World" to any ⓘBrinker department that requests it. In the workshop, he stresses the importance of learning, which he says is the process by which change occurs. He brings to the workshop a chain with 23 keys on it, each one representing a tool for learning. Learning starts with "current reality" discussions, in which employees detail the state of their business with brutal honesty. They develop a "shared language" for discussing issues, and "creative tensions" melt. Finally, they arrive at a "shared vision" of where they want to take the business.

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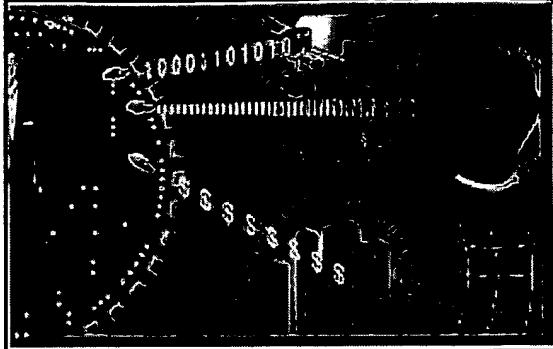
Ray will give a copy of the keys to anyone who has taken his workshop so that disciples can teach these ideas to others. Through word of mouth, the ideas are seeping into ⓘBrinker's culture. The Dallas company is applying Ray's ideas to redesigning its supply chain, bringing together departments that "have only been interfaces to each other in the past," Ray says. The IT department has brought together purchasing, accounts payable, and the architects that design ⓘBrinker's restaurants to collaborate on the redesign. The team has just started to define the system's requirements, but so far, the approach is working.

Ray learned much of what he knows about culture by studying at MIT's Center for Organizational Learning. But many IT managers aren't even sure what culture is. In his book Organizational Culture and Leadership (Jossey-Bass Publishers, 1992), Edgar Schein, professor emeritus at ⓘMIT's Sloan School of Management, refers to culture as "a pattern of shared basic assumptions." Companies learn what works and what doesn't over time, Schein explains, and eventually the lessons become second nature. Senior employees teach these assumptions to junior ones through leadership and examples.

Case in point: When new employees accept a job offer from ⓘPeopleSoft Inc., they call an interactive voice response system and enter their personal information, which is fed into the software company's human-resources system. On their first day, the company issues them a notebook computer and a backpack. In addition, every employee has access to tools for posting a personal Web page on the company intranet. Newcomers see veteran employees using their standard-issue tools to perform daily tasks and realize they are expected to follow suit. "Woven throughout the fabric of ⓘPeopleSoft is technology," says Steve Zarate, the company's CIO. "As new people arrive, they see what's been done before. There's an unstated expectation that this is how things are done at the company."

But Zarate hesitates to credit ⓘPeopleSoft's IT department with shaping the company's culture. He says that culture is already well defined, and the IT department keeps reinforcing it. Other observers are even more skeptical. "I don't think the IT guy affects corporate culture at all," says Howard Anderson, managing director at the Yankee Group, an IT research firm. "The culture of the company is its main line of business."

The Role Of IS

ⓘThe Home Depot Inc., the $24 billion retailer, has such a strong culture of customer service that people speak of employees "bleeding orange" (the Atlanta company's official color). It's a culture that Ronald Griffin, the company's senior VP of IS, has no interest in changing. "The IS department's role is really to try to reinforce the culture and not necessarily to reinvent it or impose things on the business," he says. "We want to be hightouch, not high-tech."

But reinforcing culture requires as much finesse as changing it does. ⓘHome Depot's IS department takes pains to design systems that support the company's values. For example, the department is rolling out a system it calls Mobile Ordering to ⓘHome Depot's 700 stores. In the past, store managers ordered merchandise by filling out paper forms in a back office. With Mobile Ordering, they stand in the aisles, look at merchandise from a customer's point of view, and enter orders in a wireless pen-pad. The system fits well with ⓘHome Depot's customer-centric culture.

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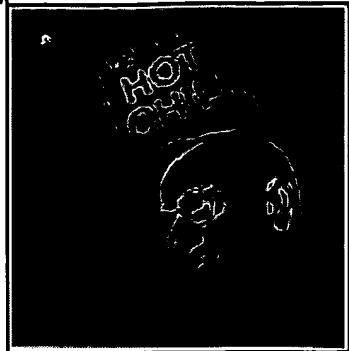
Still, Mobile Ordering requires a change in store managers' behavior. To smooth the transition, the IS department enlisted a store manager to work on the team that developed the system. The manager made sure Mobile Ordering was easy to use and promoted it to other store managers. Griffin says users are more likely to make the behavioral changes a new system requires when they help design the system.

Few companies get a complete payoff from new technology without changing users' behavior. "When a technology project fails, it fails not because of the technology, but because the underlying culture in the technology doesn't match the company's culture," says Karen Rubenstrunk, an analyst at ⓘMeta Group.

When Prudential began rolling out 12,000 IBM ThinkPad notebooks to its agents this year, IT managers knew they would have to tweak the culture of the company's insurance agencies to get a return on the investment. Most agents had used PCs before, but not to the extent Prudential is asking them to do now. Each agent gets a notebook loaded with Lotus Notes groupware and contact-management software. They will use the machines to manage their sales contacts-a task most of them have performed on paper.

Support from top executives has been crucial to fostering and reinforcing Prudential's high-tech culture. Prudential CEO Art Ryan and Prudential Insurance unit CEO John Scicutella have publicly extolled the technology's benefits. Members of the Million Dollar Roundtable, an influential organization of top-selling agents, have advocated the technology to other agents in exchange for early deployments and training at their sites. "When you get top-down support, it makes it measurably easier to convince people of the importance of changing the way they do business," says Chris Ludwig, VP of field technology at Prudential.

Prudential's cultural revolution also hinges on training. Each agency gets two days of introductory training, and a technical-support person stays behind to answer questions and troubleshoot. Follow-up training is offered in person and through programming offered over a closed-circuit television system. Most important, Prudential's training sessions don't just explain how to use the notebook computers and applications, but they also teach agents how to apply the technology to their work. "We're training them in how to use the technology to change the way they sell," Ludwig says.

Prudential is measuring changes in agents' behavior and is already seeing positive results. The company asks agents how long it takes them to identify their top 100 clients, a task that takes one to four hours using a paper-based system. Most agents who are using the notebooks say they can identify their top clients in 30 minutes or less. From April to August, overall sales among members of the Million Dollar Roundtable were up by two-thirds.

How Big An Effect?

Measuring the impact of corporate culture can be tricky. There are various methods, but no standard has emerged. Nevertheless, most methods produce the same conclusion: Strong culture produces strong bottom-line results. "There is a clear link between corporate culture and financial performance," says Louis Musante, president at Echo Strategies, a consulting firm that's developing a Web-based service for measuring culture.

Echo Strategies analyzed data from 202 companies gathered by researchers at ⓘHarvard University from 1977 to 1988. The ⓘHarvard researchers asked companies to rate their competitors' cultures on a scale of 1 (strong) to 5 (weak). They defined strong cultures by three traits: Managers talk publicly about the company's style; the company has a credo and enforces it; and the company has policies that have been in place since before the current CEO's tenure. Companies with the strongest cultures tended to have the highest net income growth, highest return on invested capital, and highest yearly increases in stock price.

ⓘBuckman Laboratories, a $400 million chemicals company in Memphis, Tenn., measures the impact of its culture by sales of new products. Six years ago, CEO Robert Buckman launched an effort to make sharing knowledge part of the company's core values. He folded IS, telecommunications, and the company library into one department called knowledge transfer. The new department installed threaded discussion databases that let employees around the world share knowledge instantly. Since launching the program, sales of products that are

less than five years old have risen to 33% of ⓘBuckman Laboratories' total sales, up from 22%. The company attributes the rise to knowledge sharing, which helps it win more accounts.

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Before Buckman took the reins in 1982, the family-owned company was organized in a hierarchy. If customers had questions, they called a low-level staff member, who routed the question upward. Employees sometimes searched the company for days to find the person with the right answer. Sometimes the person with the answer was out of the office, or inaccessible to junior staff.

That changed when the CEO decreed a culture of open communication. Today, when a customer asks a salesperson a question, that salesperson has direct access to everyone else in the company through E-mail or threaded discussion groups. "At Buckman, you can send an E-mail message to anyone you want," says Melissie Rumizen, an assistant to the chairman. "You don't have to go up one chain and down another."

Giving the sales force direct access to everyone in the company led to some big account wins. Dick Zinn, an assistant to the chairman and a former Midwestern sales manager, tells of a time he was calling on a paper mill, and the potential customer had a question about some obscure equipment. Zinn posted the question on Buckman's discussion forum and got a dozen responses from co-workers in South Africa and England, where the equipment is common. He printed the responses and showed them to the prospect. "He was duly impressed," Zinn says-and the mill chose Buckman as a supplier.

Buckman's latest cultural initiative is an effort to standardize business practices and an IT framework at all 20 of its operations around the world. The company's goal is to present a consistent face to its customers worldwide. If the plan works, companies that do business with Buckman in several countries should have to learn only one purchasing process. But currently, each of Buckman's 20 operations has unique processes and systems, which promulgate 20 different subcultures. "Operations that were accustomed to having systems a certain way have to see they are part of a global company now," says Tim Meek, Buckman's VP of knowledge transfer.

Collaborating On Change

But Meek's department isn't dictating the change. Rather, Meek is collaborating with businesspeople. He worked with Buckman's steering committee this summer to rewrite the company's mission statement with a new emphasis on customer service. And he's meeting with representatives from each of Buckman's operations to define global standards that support the mission. Cooperating with business leaders prevents users from feeling the IT department is imposing changes on them, says Meek.

Standardization is sweeping across many companies, as it is at Buckman. It's one of the forces driving IT managers to examine culture. "One thing most companies count as part of their culture is the autonomy they allocate to their business units," says Jane Linder, an analyst at ⓘForrester Research Inc. That autonomy is dwindling at farflung business units that have operated independently for years and now must function as part of a global organization. "This move toward standardization is pulling decision-making rights away from business unit managers and into corporate groups," Linder says.

Globalization is requiring ⓘBecton Dickinson, in Franklin Lakes, NJ., to redefine its culture by committee. For two years, Arthur Levin, VP of IT and CIO at the medical-products maker, has been working with 35 other VPs on a plan to transform the company's 40 operations worldwide into a single entrepreneurial enterprise. The goal: to double ⓘBecton Dickinson's $2.8 billion in annual sales in five years. In March, the company launched phase one of its plan: Project Genesis, an initiative to build a global infrastructure, centered around SAP R/3 and Lotus Notes groupware, that will support the new ⓘBecton Dickinson.

Project Genesis also is a testing ground for a new corporate culture. ⓘBecton Dickinson relocated 1,452 full-time employees and 40 consultants from around the world to offices in Columbus, Neb. The group doesn't have rigid boundaries between departments or strict rules about who reports to whom. Indeed, employees don't have official titles, and people work in teams.

"We're trying to foster an environment where people feel free to collaborate and share ideas," Levin says. "A lot of what this new culture is based on is sharing information and knowledge."

Easy transitions

That's a big change from the way ⨀Becton Dickinson has operated historically. Since the 1950s, the company has functioned as a collection of separate operations around the world, each with its own unique style. But Levin and the other committee members realized that to regain the vitality of an entrepreneurial startup, the separate operations had to function as a single entity, with all business units sharing knowledge and aligning their efforts. "It was recognized early that if we wanted an entrepreneurial environment, we must find the things we need in common," Levin says. "We need common practices, processes, and data as an underlying entrepreneurial environment."

Blending the subculture of Project Genesis into ⨀Becton Dickinson's main culture will be a challenge, Levin acknowledges. ⨀Charles Schwab & Co. faced a similar challenge this summer when it folded its Internet trading business into its main retail brokerage business. Schwab's electronic brokerage, eSchwab, started two years ago. Its fast-paced subculture contrasted with the button-down culture that pervades the rest of Schwab. "It has a subculture around risk-taking, being very fast to market," says Fred Matteson, senior VP of technology services at Schwab. "It's very much an Internet culture."

But as eSchwab grew to generate more than half of Schwab's trades, the company realized it had to integrate the Web service into its mainstream. In June, a reorganization required the head of the electronic brokerage to start reporting to the head of the retail business.

As a result, eSchwab no longer has its own customer-service group. Instead, Internet customers call Schwab's main call centers, the National Investor Service. Contact with Web-savvy customers has altered the culture of NIS. "There has been a cultural change in terms of what the customer's expectation of the representative in the service center is," says Matteson.

Customers used to call NIS to ask for information that's now available on eSchwab. These days, customers who use the Web site are already informed when they call. Instead of asking for information, they ask representatives to route requests for specific services to brokers. Call center managers have had to train representatives to act as customer advocates rather than information dispensers. The change has gone smoothly, Matteson says, because Schwab already has a strong culture of customer service.

At many young companies, the trappings of Internet commerce are built into the culture from the founding. A basic assumption at these companies is that IT departments help set the cultural tone. At Web-based auto marketplace **Autobytel**.com Inc., the IT staff works with businesspeople to plan the company's Web-based products and train auto dealers to use them. Businesspeople who manage the products report directly to Ann Delligatta, **Autobytel**. com's chief technology officer. "Technology is the business at **Autobytel**," she says. "There's a credibility for IT established here." For example, the producer of **Autobytel**.com's site, who manages content, and the product managers, who handle marketing, report directly to Delligatta, who oversees IT. When the company developed a new version of its site this summer, the producer and product managers sat on a planning team with Delligatta and her staff.

"We brought into the same room all the constituents associated with the Web site so they could go back to their organizations with this comfort level that the IT team knows what's important to them and isn't

developing things in a vacuum," Delligatta says.

Autobytel.com and other companies are models for a new type of company in which traditional lines between IT culture and business culture are blurring.

"The folks here never realized that technology and business are supposed to be separate," Delligatta says. In 10 years, maybe no one will.

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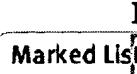
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Autobytel drives car shoppers through the Internet

Jim Middlemiss. **Bank Technology News**. New York: <u>Oct 1998</u>. Vol. 11, Iss. 10; pg. 21, 4 pgs

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Full Text (2094 words)

When Michael Lorimer graduated from law school, the Internet was the playground for academics and Defense Department honchos. A decade later, Lorimer finds himself heading up **Autobytel**.com Inc., an online information and selling service that has captured the auto market by storm.

Autobytel's business is simple. It hooks up prospective car buyers and feeds those leads to dealers that pay fees to be a part of **Autobytel's** referral network. And business is booming. Lormier, president and CEO of the Irvine, CA-based company, says **Autobytel's** revenues are growing more than 200 percent annually.

The company is the brainchild of Peter Ellis, a former dealer who once owned 16 dealerships in California and Arizona. That was before the recession of the early 1990s forced him into bankruptcy. Ellis reportedly lost $15 million and two houses. But he didn't give up on selling cars. Instead, Ellis traded in car lots for the ultimate showroom-the Internet. Ellis got the idea while cruising the Web on with his wife's computer.

In 1995, Ellis approached executives at Prodigy Services Inc. with his idea, and they agreed to give it a test drive. At first, Ellis estimated his program could generate up to 500 online purchase requests a week. However, by the fourth day, it had generated more than 1,300 auto sales.

The company has since shifted into overdrive. **Autobytel** boasts that since its inception, it has assisted more than of 1.6 million car buyers. The site receives 75 million hits a month and estimates it has 2 million unique customers per month, who examine 16 million pages of information.

The company now employs more than 175 people. In June 1997, ⊙<u>Dun & Bradstreet</u> and Entrepreneur Magazine named **Autobytel** the fourth fastest growing new small business in America. Earlier this spring, J.D. Power & Associates, the leading automotive consulting firm, ranked **Autobytel** as the top online buying service in dealer satisfaction. Hassle-free car shopping

Autobytel's success is simple. The company seeks to capitalize on consumer furstration with traditional car sales methods, where agents stalk shoppers and negotiating the price of a car becomes a chess game. Lormier says **Autobytel** provides consumers with a hassle-free online environment to research new and used cars and get competitive quotes on vehicles, financing and insurance-all at the click of a mouse.

It does this by providing online access to literature about all makes and models of vehicles. Consumers can view car models online-interior and exteriors shots from all angles-and request a quote. The company then forwards that request to a car dealer in the vicinity of where the consumer lives. Under the terms of its arrangement with dealers, **Autobytel** requires that the consumer be contacted within 24 hours and provided with a firm, no-hassle price quote from a dealer's salesperson. As part of its arrangement with dealers, **Autobytel** teaches each salesperson the art of selling to online customers.

The company earns its income by charging participating dealers an undisclosed sign-up fee and a monthly payment subscription fee to belong to the referral network. What **Autobytel** does for dealers, Lorimer says, is provide them with leads, which allows dealers to cut their marketing and sales force staff.

Lorimer estimates that 30 percent of the price of a car is attributable to the distribution costs "associated with moving the car from the factory to your driveway."

Cutting car costs

By identifying consumers online who are interested in purchasing an automobile, Lorimer estimates that dealers can cut the cost of a sales by as much as $900 per vehicle. The formula appears to be working. **Autobytel** claims that more than 100,000 people request quotes through its Web site each month. Furthermore, **Autobytel** estimates that it helps push $500 million in potential business to **Autobytel** dealers each month. That adds up to $6 billion annually out of the $650 billion Americans spend each year on new and used vehicles.

In fact, one of every six people shopping for a vehicle uses the Internet to get information or to make a purchase, according Tom King, an analyst in the Toronto office of the Boston Consulting Group. By the year 2000, King estimates that 50 percent of U.S. auto sales will be to people who used the Internet to research, buy or lease their cars.

Chris Denove, director of consulting operations at J.D. Power, says **Autobytel** is hitting its stride, largely because it was the first of its kind in the field and has an industry leadership position. Others say the market was ripe for picking. "We estimate that online buying services will be one of the faster growing segments of automotive Internet and that is based on the positive experiencing people report when they go through the process," says Toni Langlinais, a consultant in the Atlanta office of ⓘAndersen Consulting.

While consumers are generally satisfied with online auto shopping, dealers haven't yet figured out whether the Web is a friend or a foe. "Some (dealers) love it, some hate it. But I think it's definitely the wave of the future," says Dennis Virag, president of Detroit-based Automotive Consulting Group. "Dealers are always looking for leads. But they don't know how to view the Internet. Some see it as a threat, and some see it as an opportunity."

Indeed, Kate Delhagen, of ⓘForrester Research in Boston, says the Internet is "causing major pain for the dealer network and a competitive threat for those who refuse to accept its reality."


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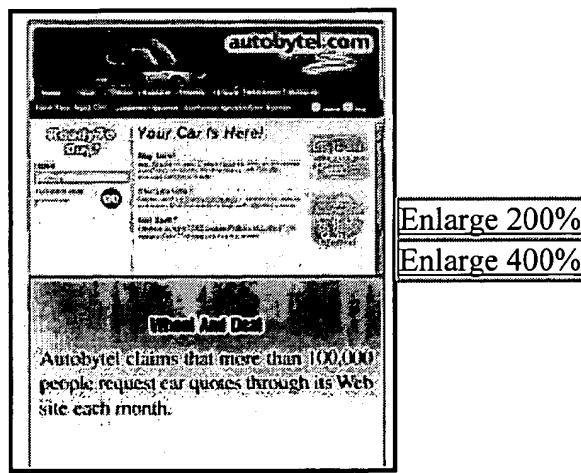
Wheel And Deal

But Lorimer, whose company has signed up 2,700 of the country's 20,000plus dealers, says dealers should view **Autobytel** as an opportunity. "We work with the dealers so intensely to make sure they understand, expect and honor the wishes of Internet car buyers," he says. However, Lorimer acknowledges that not every dealer is ready for the Internet. "There are some dealers who believe the Internet will change nothing," he says.

Competition rolls in

But the Internet clearly is changing car sales. And other firms are trying to muscle in on **Autobytel's** Web showroom. While Boston Consulting Group notes that **Autobytel** still has the highest volume of any auto broker on the Web, it now has a dozen or so national competitors and more at the regional level. Some of those competitors include CarPoint, an online service provided by ⑦Microsoft Corp.; Autoconnect, which is backed by media giant ⑦Cox Enterprises; and Autoweb, which is working with $264 billion (premerger) NationsBank and ⑦State Farm Insurance.

In the face of stiffer competition, **Autobytel** is giving consumers more car-buying options. **Autobytel** clients seeking to finance a vehicle can opt to purchase, through an on online loan arranged from New York Citybased Chase Manhattan, or lease the vehicle through an arrangement with GE Capital Corp. Car shoppers also can apply for insurance with ⑦American International Group (AIG) at **Autobytel's** Web site.

GE and AIG were so enthused about the potential for referrals from **Autobytel** that each company bought a stake in **Autobytel**, which has raised $42.5 in financing. The fact GE and AIG are backing **Autobytel** is an encouraging sign for the company's future, says Kenneth Kerr, an ecommerce analyst for Mentis Corporation, Durham, NC. "They think it is going to be a success and they're backing it up."

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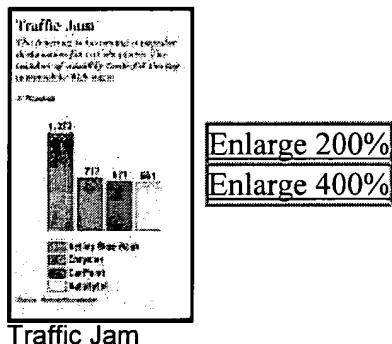
Traffic Jam

GE Capital poured $13 million into **Autobytel's** coffers last October. Ernie Hansen, president of AIG Marketing Inc., says **Autobytel** "offers an ideal opportunity for AIG to expand its personal lines of business in the United States." AIG declines to say how many policies it has sold through the **Autobytel** site, which links to AIG's Web site. From there, a consumer can fill out a detailed application and get a prompt quote.

Applying for vehicle financing is just as easy, thanks to a hyperlink between **Autobytel**.com and Chase Manhattan's Web site. An applicant merely fills out an online application, and zaps it off. From there, Chase's credit-scoring software determines whether or not the applicant meets the bank's lending qualifications. Applicants are notified of their loan status within one hour.

Although the process is quick and painless, consumers haven't been as interested in financing vehicles through **Autobytel** as they are in seeking care quotes. Lorimer says about 2.3 percent of consumers who request car quotes also ask for loans. Of those that do apply for loans, about SO percent are rejected.

The fact so few car shoppers are applying for loans online "makes you wonder if consumers are hesitant to apply for a car loan online," says David Stewart, an electronic commerce analyst for Global Concepts Inc., Atlanta.

Michael J. McEvoy, a senior analyst in the consumer credit group at The Tower Group, Newton, MA, says that while the 50 percent rejection rate sounds high, it's about the average for the banking industry.

Lorimer says the reason **Autobytel** has limited its selection of financing and insurance choices to current providers is because "there's a lot of technology we developed early on that we didn't want to share with anybody who had a deal with our competitors." The company has developed its own proprietary systems and one of its side businesses is setting up Web sites for dealers.

The company is currently in discussion with an unnamed California-based financial service provider to offer financing to some of the 50 percent of the consumers who are presently rejected.

But as the competition increases, **Autobytel** may be forced to align with other banks and insurers. Autoweb.com, for example, has struck deals with NationsBank and ⊘State Farm Insurance, while CarPoint's site directs surfers to Geico Direct for insurance quotes.

Impact on banks

Given the low volume of automobile financing that's generated by **Autobytel** and other online care shopping sites, it's unclear what impact these sites will have on banks. "I don't necessarily see it as a huge threat. It's only a huge threat if the banks refuse to respond or neglect the opportunities," says Stewart.

Some financial institutions, he says, are being progressive with their own Web sites or providing content for other sites to better inform consumers about financial products and services.

⊘Andersen's Langlinais says the Internet ultimately will change the way financial service companies do business. Instead of operating on an institution-centric model, where banks are focused inward on their own issues and concerns, the Internet requires banks to take a consumer-centric approach, and develop services that bring value to consumers. prefer financing their vehicles from the comforts of their home, then companies like **Autobytel** could "take control of the industry's financial traffic."

But it will be some time before companies like **Autobytel** control the auto sales and financing market. Denove says it still remains a challenge for dealers to turn their **Autobytel** leads into sales. "The problem is somebody gets a quote and then they know where a vehicle should be discounted," he says. Consumers still feel a lot more comfortable in the traditional negotiation process and often purchase their car through another dealer.

Lorimer estimates that **Autobytel's** closing rate is about 25 percent. The remaining 75 percent go somewhere else to buy a car. "To the extent that people get empowered with information through our process and don't buy from us, that's OK," Lorimer says. "Over time, we'll continue to work on our fulfillment and back end and our level of professionalism. This is a marathon, not a sprint, and we're in it for the long haul."

Information conduits

Experts predict that online services like **Autobytel** will evolve over time. Tower's McEvoy says the biggest problem today with online car shopping sites is that they're simply information conduits providing links to auto dealers or financiers.

"The user doesn't know whether or not the dealer actually has the car they are looking for in stock," McEvoy says. He believes companies like **Autobytel** would be better off tapping into the dealers database directly so consumers know exactly who has what in stock and where.

McEvoy says that by limiting the site to just one financial institution, consumers could end up being shut out because they either don't meet the institution's loan profile, or the institution may have used up its lending portfolio at the time the consumer applies. Another limitation he sees is the reluctance by

many consumers to give their financial information to an institution over the Internet.

Nonetheless, Lorimer is optimistic that **Autobytel** has staying power. "We have found a model that makes money on the Internet. We're not profitable yet, but we're expecting that soon."

While Mentis's Kerr doesn't believe think **Autobytel** will ever capture 30 percent of the online car shopping market, "I wouldn't think it would be too long before the company turns a profit."

    Publisher Information

[Print]   [Email]   ☐ Mark Article   🖹 Citation , 🖹 Full Text , 🖹 Text+Graphics , 🖹 Page Image - PDF

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Print   Email   ☐ Mark Article 📖 Citation , 📄 Full Text

MARKETING WEEK

US Net car buying service to open UK arm

Anonymous. **Marketing Week**. London: Dec 17, 1998. Vol. 21, Iss. 42; pg. 8, 1 pgs

» **Jump to full text** 📄

Author(s):	Anonymous
Publication title:	Marketing Week. London: Dec 17, 1998. Vol. 21, Iss. 42; pg. 8, 1 pgs
Source Type:	Periodical
ISSN/ISBN:	01419285
ProQuest document ID:	37787749
Text Word Count	186
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Full Text (186 words)

The world's largest Internet car buying service, **Autobytel**, is launching in the UK and has appointed Grey Interactive to handle an estimated 4m marketing campaign.

Autobytel.com operates like a virtual motor show, and offers customers free access to online information about automotive makes, models, specification, pricing, finance and insurance.

Customers can place a purchase request online, which is followed up by an **Autobytel** appointed and trained dealer within 24 hours.

Autobytel, which was launched in the US in 1995, now handles more than $500m (313m) of sales a month. It has sold over 1.5 million cars.

The company's UK arm was established in February and has been building its Web infrastructure ready for a consumer launch early next year.

Autobytel UK chief executive Kevin Turnbull says: "Grey has demonstrated a willingness to look at the business in the long term and work with us as marketing partners beyond the traditional advertiser/ agency relationship."

Steve Blamer, chief executive of Grey London, comments: "The challenge we face is to communicate to consumers the benefits of the **Autobytel** system and that purchasing a car online could not be simpler."

^ Back to Top « Back to Results < Previous Article 7 of 191 Next > Publisher Information

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Text-only interface
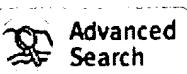
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Interface language:
English

Databases selected: Multiple databases...

Article View   « Back to Results   < Previous Article 10 of 191 Next >   Publisher Information

Print | Email | ☐ Mark Article   Abstract , Full Text

Want to buy a new car?

Jay Akasie. **Forbes**. New York: Dec 14, 1998. Vol. 162, Iss. 13; pg. 144, 2 pgs

» **Jump to full text**

Subjects:	Automobile dealers, Market strategy, Market shares, Corporate profiles, Strategic plan
Classification Codes	Automobile dealers, Market strategy, Market shares, Corporate profiles, Strategic plan
Classification Codes	9110 Company specific/case studies, 8390 Retail stores, includes groceries, 9190 US,
Locations:	US
Companies:	Republic Industries Inc
Author(s):	Jay Akasie
Publication title:	Forbes. New York: Dec 14, 1998. Vol. 162, Iss. 13; pg. 144, 2 pgs
Source Type:	Periodical
ISSN/ISBN:	00156914
ProQuest document ID:	37090642
Text Word Count	709
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

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Abstract (Article Summary)

Two years ago Wayne Huizenga proclaimed he was going to transform the way new cars are sold in America. A bold statement, but the irrepressible entrepreneur has made giant strides to date. His Republic Industries Inc. has acquired 361 car dealerships, which combined hold a formidable share in 28 of the nation's top 50 markets. They will produce $12.4 billion in projected sales this year. Beginning in early December all of his 18 dealers in the Denver market will switch to a no-haggle policy and will be branded ⓘAutoNation USA.

Full Text (709 words)

[Headnote]
Wayne Huizenga wants to be your car dealer. Denver is his big testing ground.

Wayne Huizenga, Republic's founder and tenacious tycoon A new plan to simplify deals on wheels.

TWO YEARS AGO Wayne Huizenga proclaimed he was going to transform the way new cars are sold in America. A bold statement that, but the irrepressible entrepreneur has made giant strides to date. His Republic Industries Inc. has acquired 361 car dealerships, which combined hold a formidable share in 28 of the nation's top 50 markets. They will produce $12.4 billion in projected sales this year.

Now comes the tricky part. These are still fairly standard car dealerships. Can Huizenga stitch them together the way he did in other fragmented industries with garbage (Waste Management) and videos (ⓘBlockbuster)?

Beginning in early December all of his 18 dealers in the Denver market will switch to a no-haggle policy and will be branded ⊘AutoNation USA. Huizenga hopes to make the name as familiar as ⊘Wal-Mart, ⊘McDonald's and, yes, ⊘Blockbuster. In Denver he starts from a solid base: AutoNations there will also carry the name of John Elway, the ⊘Denver Broncos quarterback whose six local dealerships now belong to Republic. ⊘AutoNation UsA offers 19 makes, including all from Detroit's Big Three, and they sell one out of every five new cars sold in the Denver market.

Can car buyers be weaned from the practice of haggling? It has become a familiar if unpleasant part of the American buying experience. As always, Huizenga and co-chief executive Steven Berrard admit to no doubts. "Would you want to be the fourthlargest ⊘Ford dealer in Denver when the top three are AutoNations?" Huizenga asks mischievously.

He means to make the competition hop to it. Republic is spending $2 million teaching its 1,600 salespeople and 25 general managers to focus more on service and less on pushing buyers into more expensive cars and options. Commissions will be pegged to buyer satisfaction, not the sales ticket.

Not surprisingly some salespeople will quit rather than change; Republic expects a turnover as high as 70% by spring, says Thomas Eggleston, vp for operations. But that's okay with the company. It wants to change the image of the car salesperson. Customer satisfaction plays a big role in Huizenga's plan. If they feel good about the transaction, he reasons, they will be happy to buy other things from the chain. Customers will get an ⊘AutoNation card that can be used for discounts on car rentals from Republic-owned National, Alamo and CarTemps use. Next up: gasoline discounts to ⊘AutoNation cardholders.

Broncos quarterback John Elway A hometown hero adds prestige.

⊘AutoNation expects to build a database of customers it can bombard with mailings on new models and other deals. It wants to recycle trade-ins from its dealerships through its ⊘AutoNation used-car stores; that way it gets to sell the same car more than once-the way ⊘Blockbuster rents videos over and over.

The Internet? Huizenga has thought of that, too. He's counting on the company's computer system, called Compass, which relays inquiries from the three major car Web sites (**autobytel**.com, CarPoint and autoweb.com) to Republic dealerships in seven geographic regions. In about four hours the nearest dealer sends a price to the potential buyer. Compass was set up by Scott Barrett, who spearheaded ⊘Blockbuster's technology system.

"Have fun competing against us!" Huizenga exclaims.

Fun it won't be, but established dealers are girding for the battle. Says competitor John Held, general manager of The ⊘Burt Automotive Network, a chain of six Denver-area dealers: "People are going to get the one price [from ⊘AutoNation] and come to us, and we'll negotiate and knock it down." One result could be a price war-and a bloody one.

If in this case (as in so many other battles) victory goes to the biggest battalions, Republic is a good bet to win. Many Republic dealers now report pretax margins of 4%, compared with the 2% industry standard, which gives them room to shave prices without producing red ink.

No question, Huizenga is one hell of an entrepreneur. But his car-dealing competitors can take some comfort in this fact: While his earlier creations, ⊘Blockbuster and Waste Management, both made huge waves, neither has been an unqualified longterm success.
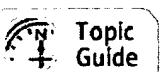
Not your father's car dealer

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Business Wire
The Global Leader in News Distribution

FEATURE/E-commerce Powerhouses Autobytel.com and Øbarnesandnoble.com Deliver 1999 Ford Explorer Sport Full of Boks to Literary Contest Winner

Features & Automotive Editors. **Business Wire**. New York: Dec 1, 1998. pg. 1

» Jump to full text 📄

Author(s):	Features & Automotive Editors
Dateline:	*CALIFORNIA GEORGIA*
Publication title:	Business Wire. New York: Dec 1, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	36390014
Text Word Count	444
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

NOTE TO MEDIA: Photo available on BW PhotoWire/AP PhotoExpress, PressLink Online and on Business Wire's Web site at www.businesswire.com

Today Atlanta resident Michael Jones happily accepted delivery of a new 1999 Ford Explorer Sport full of books, compliments of **Autobytel**.com and Øbarnesandnoble.com. Jones was the winner of the grand prize supplied by **Autobytel**.com's Mobalist Rewards program for the "Literary Pursuit Sweepstakes."

This sentiment was reflected in Jones' comments upon taking delivery of the vehicle: "Having a new Explorer from **Autobytel**.com delivered to my doorstep epitomizes the convenience of the Internet!" exclaimed Jones, a Lotus Notes application developer for Benefit Services Corp.

Full Text (444 words)

Copyright Business Wire Dec 1, 1998

FEATURE...

NOTE TO MEDIA: Photo available on BW PhotoWire/AP PhotoExpress, PressLink Online and on Business Wire's Web site at www.businesswire.com

ATLANTA--(BUSINESS WIRE FEATURES)--Dec. 1, 1998--

Atlanta Resident Gets Early Christmas Present:

1999 Ford Explorer Sport and Year's Worth of Reading Materials

Today Atlanta resident Michael Jones happily accepted delivery of a new 1999 Ford Explorer Sport full of books, compliments of **Autobytel**.com and ⓘbarnesandnoble.com. Jones was the winner of the grand prize supplied by **Autobytel**.com's Mobalist Rewards program for the "Literary Pursuit Sweepstakes."

Anne Benvenuto, senior vice president, Marketing, said, "**Autobytel**.com staged the event to demonstrate the power of e-commerce, illustrating that shopping for anything online -- from books to cars -- is easier and more empowering than shopping the old way."

This sentiment was reflected in Jones' comments upon taking delivery of the vehicle: "Having a new Explorer from **Autobytel**.com delivered to my doorstep epitomizes the convenience of the Internet!" exclaimed Jones, a Lotus Notes application developer for Benefit Services Corp.

"I turn to the Net everyday to find and purchase items I don't have the time to track down in the real world. You can't beat the convenience and availability that the Web provides. I couldn't function without it," Jones concluded.

Autobytel.com lets consumers shop for new and used vehicles via the Internet from the comfort of their home or office. Since **Autobytel**.com's inception in 1995, it has aided more than two million car buyers and was recently named the 3rd most recognized e-commerce brand by Opinion Research.

Autobytel.com's unique business model enables its nationwide network of Accredited Dealers to decrease their costs during the sales process, a savings that is then passed onto the consumer, creating a no-haggle car-buying process.

Autobytel.com Mobalist (www.mobalist.com) is a rewards program that lets cardholders earn points toward the purchase of any new or used vehicle in two ways: through a variety of online retailers, such as 1-800 Flowers and Virtual Vineyards, and via a low interest rate ⓘVisa card from First USA Bank. Points are then applied toward the purchase of the participant's next vehicle through an **Autobytel**.com Accredited Dealer.

The books filling the Ford Explorer were culled from ⓘbarnesandnoble.com's most-popular reading lists. The vehicle was delivered by Chuck Clancy Ford, an **Autobytel**.com Accredited Dealership in Marietta, Ga.

About **autobytel**.com inc.

Irvine, Calif.-based **autobytel**.com inc. (www.**autobytel**.com) is a nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. **Autobytel**.com's North American Accredited Dealer Network includes more than 2,600 dealerships, representing every major automotive manufacturer.

Autobytel.com is a registered service mark of **autobytel**.com inc.

Note to Editors: Photo available for download at www.businesswire.com/photowire SEQN: BW1041

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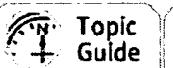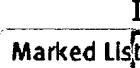
Autobytel.com Awards Account to Grey Advertising

Business Editors & Automotive Industry Writers. **Business Wire**. New York: Nov 24, 1998. pg. 1

» **Jump to full text**

Author(s):	Business Editors & Automotive Industry Writers
Dateline:	*CALIFORNIA NEW YORK*
Publication title:	Business Wire. New York: Nov 24, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	36238467
Text Word Count	390
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

IRVINE, Calif.--(BUSINESS WIRE)--Nov. 24, 1998--**Autobytel**.com Inc., the premier Internet car-buying service, has awarded its advertising account to Grey Advertising Inc., New York.

The addition of Grey Advertising to the existing relationship with Grey Interactive will accelerate the development of traditional and new media advertising, as well as management of the account on a global level. Grey Advertising will be responsible for stewarding **Autobytel**.com's overall global brand positioning and advertising.

Since its inception, **Autobytel**.com has been a leader in combining traditional and new media advertising. Earlier this year, **Autobytel**.com made headlines for the second year in a row as the only Internet-based company to advertise on the Super Bowl.

Full Text (390 words)

Copyright Business Wire Nov 24, 1998

IRVINE, Calif.--(BUSINESS WIRE)--Nov. 24, 1998--**Aut bytel**.com Inc., the premier Internet car-buying service, has awarded its advertising account to Grey Advertising Inc., New York.

Earlier this year, **Autobytel**.com named Grey Interactive its Internet advertising agency.

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Since its inception, **Autobytel**.com has been a leader in combining traditional and new media advertising. Earlier this year, **Autobytel**.com made headlines for the second year in a row as the only Internet-based company to advertise on the Super Bowl.

"Integrated communications is key to successfully building a leading brand and reaching consumers in today's digital age," noted Anne Benvenuto, **Autobytel**.com's senior vice president, marketing.

"Grey is a perfect fit for **Autobytel**.com because they not only excel at communicating the unique attributes of Internet-commerce companies to the marketplace, but they also are experts in brand building. Additionally, Grey's global reach provides us with a dedicated network of linked communications companies around the world."

"We are delighted to expand our relationship with one of the leading new Internet-commerce companies," said Grey Chairman and Chief Executive Officer Edward H. Meyer. "**Autobytel**.com has effectively used electronic commerce to revolutionize the automotive distribution channel. Through our work with other leading online marketers, we are uniquely suited to help **Autobytel**.com expand its online franchise."

About **Autobytel**.com Inc.

Irvine-based **Autobytel**.com (www.**autobytel**.com) is a nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance.

Autobytel.com's North American Accredited Dealer Network includes more than 2,600 dealerships, representing every major automotive manufacturer. **Autobytel**.com is a registered service mark of **Autobytel**.com Inc.

About Grey Advertising Inc.

Grey Advertising is one of the world's leading independent advertising and communications companies. It is ranked as the sixth- largest advertising agency in the world and serves nearly 40 of the top 100 national advertisers through a network of 378 offices in 88 countries.

Through its diversified subsidiary companies, Grey offers a full range of marketing disciplines. Grey's communications service companies include MediaCom Worldwide, ⑦Grey Direct, GCI Public Relations, ⑦Grey Healthcare Group, Grey Interactive, Grey Entertainment, J. Brown/LMC and other specialized firms. SEQN: BW0080

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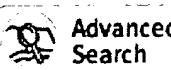
Basic Search	Advanced Search	Topic Guide	Publication Search	Marked List

Interface language: English

Databases selected: Multiple databases...

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Print　Email　☐ Mark Article　　Citation , Full Text , Text+Graphics , Page Image - PDF

Buy.com eyes online car sales

Ian Fried. **Orange County Business Journal**. Newport Beach: Nov 23-Nov 29, 1998. Vol. 21, Iss. 47; pg. 3, 2 pgs

» **Jump to full text**

Author(s):	Ian Fried
Publication title:	Orange County Business Journal. Newport Beach: Nov 23-Nov 29, 1998. Vol. 21, Iss. 47;
Source Type:	Periodical
ISSN/ISBN:	10517480
ProQuest document ID:	36681627
Text Word Count	685
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Full Text (685 words)

Aliso Viejo-based Internet retailer Buy.com plans to enter the online car selling business sometime next year, said founder Scott Blum.

Blum, whose company last week announced a move into video, book and movies sales, said Buy.com would most likely bring in a big-name auto industry partner and said talks are under way with the company that has "the largest dealer network in the world."

For those keeping score, that would be Fort Lauderdale-based Republic Industries. Republic did not return calls seeking comment late last week.

The planned entry into car selling follows Buy.com's entry into video and book selling, via the acquisition of an online retailing operation of Ingram Entertainment. Buy.com plans to begin selling music in January.

Until the Ingram deal, Buy.com had been known as Buycomp.com and focused on selling computers and peripherals. Blum said the company is on track to break Compaq's record for most sales in a year, more than $111 million.

With the new operations, Blum said the company aims to sell between $300 million and $400 million next year with hopes of selling $1 billion in goods in the year 2000. But Blum said he will stick to a handful of categories, rather than trying to sell all types of goods.

"We're not interested in being the WalMart of the Internet," he said. Blum's strategy focuses primarily on being the cheapest place to buy a particular item, using a proprietary search agent to check the competition's prices each night. The company has a main site, Buy.com, with links to individual stores, such as Buyvideos.com. Blum plans to further specialize with sites like Buyaction.com and Buycomedy.com.

Blum said the company plans to break even on the goods, making its profit from advertising and strategic deals.

Analysts were skeptical of the business model.

"You can make some money with advertising, but to make that your entire strategy ... is not realistic," said San Marcos, Texasbased Internet marketing consultant Jill Ellsworth. "On the other hand, we (the industry watchers) have all been wrong before."

If Buy.com does move into car sales, Blum said, it would go beyond today's services, such as Irvine-based **Autobytel**.com, which forward information on would-be buyers to local dealerships.

"The Internet is not supposed to be a gateway for people to call you on the phone," he said.

Blum has lined up significant backing from Japan's Softbank, which holds a 20% stake in the company. Softbank doubled its holdings last month, valuing the company at $400 million.

Blum said his company is well positioned for a public offering, but would not comment whether it had plans for and IPO.

"But our ticker symbol would be B-U-Y," he added. And competing against Amazon.com and its war chest may force the company to raise more money.

"It's a war," Blum said. "And you have to build up enough cash to fight it."

Blum has apparently had the strategy for some time, scooping up roughly 3,000 domain names from Buyinsurance.com to Buyflowers.com. A company source said Buy.com has spent up to $100,000 to acquire a name it wanted.

For the strategy to work, Buy.com will have to be the leader in each category of goods, Blum said.

"The Internet doesn't have room to be in second place," he said. "Our bookstore has to be as good as Amazon.com or better."

To support the new ventures, Buy.com plans to spend $25 million in advertising over the next 12 months, with nearly $10 million being spent in the next 45 days. The company is handling its own media buying and creative work for its ads, with Blum writing much of the material himself. Already the company has placed ads on Monday Night Football and plans to hit "X-Files," "Friends," and "Dateline NBC."

Blum, the former head of struggling optical drive maker Pinnacle Micro, said marketing is his strong point.

That's why, he said, he has been searching for a CEO to lead the 100-person firm. But after three months of looking, he said, he still has not found the right person.

"It's been very tough," he said.

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Buy.com's Comdex presence: giving away a Beetle

Text-only interface

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[Print] [Email]   ☐ Mark Article   Abstract , Full Text

HEARD ON THE BEAT / CORPORATE; Autobytel.com, Performance West Ink Deal:[Orange County Edition]

JOHN O'DELL. **The Los Angeles Times**. (Record edition).Los Angeles, Calif.: Nov 12, 1998. pg. 7

» **Jump to full text**

Author(s):	JOHN O'DELL
Article types:	Brief
Section:	*Business; PART- C; Financial Desk*
Publication title:	The Los Angeles Times. (Record edition). Los Angeles, Calif.: Nov 12, 1998. pg. 7
Source Type:	Newspaper
ISSN/ISBN:	04583035
ProQuest document ID:	35914078
Text Word Count	171
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

More Like This » Show Options for finding similar articles.

Abstract (Article Summary)

In a first for an online car buying program, Irvine-based **Autobytel**.com has signed a deal to become the exclusive Internet service for Performance ⓘWest Group, creators of such high-performance vehicles as the Shelby S.P. 360 Durango sport-utility vehicle and the Chevrolet Searing Silverado pickup.

Full Text (171 words)

In a first for an online car buying program, Irvine-based **Autobytel**.com has signed a deal to become the exclusive Internet service for Performance ⓘWest Group, creators of such high-performance vehicles as the Shelby S.P. 360 Durango sport-utility vehicle and the Chevrolet Searing Silverado pickup.

The partnership, said **Autobytel**.com President Mark Lorimer, "is emblematic of the changes happening in the automotive industry."

It marks "the first time automotive enthusiasts will be able to quickly and easily shop for high-performance vehicles" on the Internet, said Larry Weiner, Performance ⓘWest Group's executive vice president.

Performance West, based in Vista, works closely with manufacturers to design production vehicles featuring the latest aftermarket products, trends and technology. The company won the Popular Mechanics Automobile Editor's Choice Award at the 33rd Specialty Equipment Market Assn. Show in Las Vegas last week for the Searing Silverado, a specially modified, high-performance version of the Silverado pickup.
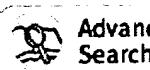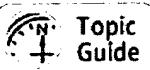
Credit: John O'Dell covers major Orange County corporations and manufacturing for The Times. He can be reached at (714) 966-5831 and at john.odell@latimes.com

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Databases selected: Multiple databases...

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Business Wire
The Global Leader in News Distribution

Autobytel.com and Performance ⓘWest Group Sign Exclusive Agreement to Offer One-Stop Online Shopping for Shelby S.P. 360 Durango and Chevrolet Searing Silverado

Business & Automotive Editors. **Business Wire**. New York: Nov 9, 1998. pg. 1

» **Jump to full text** 📄

Author(s):	Business & Automotive Editors
Dateline:	*CALIFORNIA NEVADA*
Publication title:	Business Wire. New York: Nov 9, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	35773911
Text Word Count	475
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

(BUSINESS WIRE)--Nov. 9, 1998--**Autobytel**.com, the premier online car-buying program, and Performance ⓘWest Group, creators of high-performance vehicles, Monday announced an agreement that makes **Autobytel**.com the exclusive car-buying program for Performance West vehicles.

The popular Shelby S.P. 360 Durango, co-developed by the legendary Carroll Shelby, and the Chevrolet Searing Silverado will soon be available to Internet consumers exclusively via **Autobytel**.com.

"Performance West, along with Carroll Shelby, has a long and revered history in the automotive industry," said Mark Lorimer, president and CEO of **Autobytel**.com. "**Autobytel**.com, which represents the new wave in commerce, is proud to partner with a company steeped in such tradition. This partnership is emblematic of the changes happening in the automotive industry.

Full Text (475 words)

Copyright Business Wire Nov 9, 1998

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"We look forward to developing more relationships that combine traditional industry names with **Autobytel**.com," he said.

The Vista, Calif.-based Performance West, winner of this week's Popular Mechanics Automobile Editor's Choice Award at the 33rd SEMA Show for the Chevrolet Searing Silverado, works closely with manufacturers to design production vehicles featuring the latest aftermarket products, trends and technology.

"Our customers expect and demand the best performance -- that's why we chose **Autobytel**.com for our online partner," said Larry Weiner, Performance ⓘWest Group's executive vice president. "This is the first time automotive enthusiasts will be able to quickly and easily shop for high-performance vehicles from the convenience of their home or office.

"Purchasing cutting-edge vehicles through an **Autobytel**.com dealer is not only going to save our customers time, but it will also eliminate the haggling associated with traditional car buying," said Weiner.

Autobytel.com promises consumers will receive a low, no-haggle price quote on any make or model vehicle they choose within 24 hours of submitting a purchase request. **Autobytel**.com works closely with its Accredited Dealer Network to help the dealers lower their overall costs, resulting in savings that can be passed on to the consumer.

Autobytel.com will be the only online source for in-depth information on Performance West's vehicles. Consumers will be able to view Performance West's high-profile vehicles, review specifications and pricing and then submit a purchase request for the vehicle. The request will then be routed to the nearest **Autobytel**.com Accredited Dealer selling the selected Performance West vehicle.

"We are pleased to have this opportunity to bring exciting collectible vehicles to our consumer," said Anne Benvenuto, senior vice president, Marketing, **Autobytel**.com. "Being chosen as the exclusive online service to distribute these award-winning vehicles is an honor and we look forward to a long marketing partnership with Performance ⓘWest Group."

About **autobytel**.com inc.

Irvine, Calif.-based **autobytel**.com inc. (www.**autobytel**.com) is a nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. **Autobytel**.com's North American Accredited Dealer Network includes more than 2,600 dealerships, representing every major automotive manufacturer. Note to Editors: **Autobytel**.com is a registered service mark of **autobytel**.com inc. SEQN: BW0171

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English ▼

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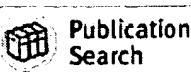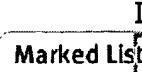
Autobytel.com Puts Representatives in the Field, Becoming First Online Buying Service to Localize Dealer Support Services

Business Editors and Automotive Writers. **Business Wire**. New York: Nov 5, 1998. pg. 1

» **Jump to full text** ▤

Author(s):	Business Editors and Automotive Writers
Dateline:	*CALIFORNIA*
Publication title:	Business Wire. New York: Nov 5, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	35693767
Text Word Count	551
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

IRVINE, Calif.--(BUSINESS WIRE)--Nov. 5, 1998--**Autobytel**.com Thursday announced the roll-out of localized field representation in the form of District Managers who will act as liaisons between dealers and **Autobytel**.com.

The District Managers will not only give **Autobytel**.com first-hand insight into the challenges facing car dealers in their local markets, but will also assist **Autobytel**.com Accredited Dealers in effectively using the **Autobytel**.com program.

Autobytel.com has long been the leader in dealer training and services. Its innovative Internet-based Dealer Real Time (DRT) system, introduced in February 1997, sends purchase requests to dealers in real time and incorporates contact management functions to assist **Autobytel**.com dealers in managing their customers. The DRT system also enables easy inventory updates to the Certified Used Car CyberStore, as well as the managing of aftermarket products offered through **Autobytel**.com.

Full Text (551 words)

IRVINE, Calif.--(BUSINESS WIRE)--Nov. 5, 1998--**Autobytel**.com Thursday announced the roll-out of localized field representation in the form of District Managers who will act as liaisons between dealers and **Autobytel**.com.

The District Managers will not only give **Autobytel**.com first-hand insight into the challenges facing car dealers in their local markets, but will also assist **Autobytel**.com Accredited Dealers in effectively using the **Autobytel**.com program.

"Our goal is to further enhance our dealer services by localizing them," said Mark W. Lorimer, president and CEO of **Autobytel**.com. "Car sales are an inherently local business. We need to be there with our dealers to assist them in every way possible."

Autobytel.com has long been the leader in dealer training and services. Its innovative Internet-based Dealer Real Time (DRT) system, introduced in February 1997, sends purchase requests to dealers in real time and incorporates contact management functions to assist **Autobytel**.com dealers in managing their customers. The DRT system also enables easy inventory updates to the Certified Used Car CyberStore, as well as the managing of aftermarket products offered through **Autobytel**.com.

In addition, **Autobytel**.com University (established 1997) conducts 14 regional sessions per month to train all new **Autobytel**.com managers and to update current managers on cutting-edge technical developments. **Autobytel**.com also holds Satellite Summit meetings, interactive conferences that enable **Autobytel**.com to meet with its entire Accredited Dealer Network at one time.

"**Autobytel**.com is the only Internet buying service that has a clue as to how our business works," said Doug Waikem, of Ohio-based Waikem Motors, referring to **Autobytel**.com's extensive background in the automotive industry. "Its commitment to its dealers, combined with strong automotive and technology know-how, is what keeps the company ahead of all other Internet buying services." Waikem's assertion is buoyed by **Autobytel**.com's No. 1 ranking in ⓘJ.D. Power and Associates 1998 Dealer Satisfaction with Online Buying Services Study/a.

Waikem was among the 12 **Autobytel**.com Accredited Dealers at the national Dealer Advisory Board meeting in Sedona, Ariz. last month. The **Autobytel**.com Dealer Advisory Board, consisting of forward-thinking **Autobytel**.com Accredited Dealers, has met regularly over the past two years to discuss issues relevant to the **Autobytel**.com Accredited Dealer Network.

"The Sedona meeting was particularly beneficial to us," said Chick Ramsay, vice president, Dealer Development. "The Advisory Board has significant insights into how to increase **Autobytel**.com dealer and customer satisfaction. These dealers realize that a strong dealer body is what keeps this program in the No. 1 position, so our commitment to the entire Accredited Dealer Network in the form of dedicated field representatives was met with applause."

"There's no question that **Autobytel**.com's technology and service development are far superior to any other online program, as is its dealer development," said Waikem. "But dealers have a long history of doing things their own way, so we applaud every effort **Autobytel**.com makes to work hand-in-hand with dealers to ensure our success." About **autobytel**.com inc.

Irvine-based **autobytel**.com inc. (www.**autobytel**.com) is a nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. **Autobytel**.com's North American Accredited Dealer Network includes more than 2,600 dealerships, representing every major automotive manufacturer. **Autobytel**.com is a registered service mark of **autobytel**.com inc. NOTE /a: ⓘJ.D. Power and Associates 1998 Dealer Satisfaction With Online Buying Services(SM). Study conducted among dealership Internet specialists who completed 540 individual evaluations. SEQN: BW0061

[Print]   [Email]   ☐ Mark Article   📇 **Abstract** , 📄 **Full Text**

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Interface language:

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Databases selected: Multiple databases...

Article View « Back to Results   < Previous Article 53 of 191 Next >   Publisher Information

[Print] [Email] ☐ Mark Article   ▣ Abstract , ▣ Full Text , ▣ Text+Graphics , ▣ Page Image - PDF

Effective use of PR makes Autobytel.com a household name

Cassandra Cavanah. **Public Relations Tactics**. New York: Nov 1998. Vol. 5, Iss. 11; pg. 30, 1 pgs

» Jump to full text 📄

Subjects:	Electronic commerce, Marketing, Public relations, Corporate image, Automobile dealer
Companies:	(NAICS: Electronic commerce, Marketing, Public relations, Corporate image, Automob
Companies:	(NAICS: 7379) , (NAICS: 441110) , **Autobytel**.com Inc (NAICS: 6141)
Author(s):	Cassandra Cavanah
Article types:	Feature
Publication title:	Public Relations Tactics. New York: Nov 1998. Vol. 5, Iss. 11; pg. 30, 1 pgs
Source Type:	Periodical
ISSN/ISBN:	10806792
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Text Word Count	725
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

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Abstract (Article Summary)

As an Internet start up, **Autobytel**.com was focused on growing its business while creating brand awareness to set it apart from future copycats. Less than four years later, **Autobytel**.com has become synonymous with online car buying and its founder was recently honored with an award from "Advertising Age" as one of the Top 100 Marketers of the Year.

Full Text (725 words)

When **Autobytel**.com launched in 1995, Hollywood-based RBI Communications was handed the task of taking the company's message - low-cost, hassle-free online car buying - to its dual audiences: car buyers and car dealers.

As an Internet start up, **Autobytel**.com was focused on growin its business while creating brand awareness to set it apart from future copycats.

With a limited marketing budget, RBI set about creating an effective PR campaign that could be used to rollout the **Autobytel**.com business model to both consumers and auto dealers, while illustrating the company's appeal to potential private investors.

Less than four years later, **Autobytel**.com has become synonymous with online car buying and its founder was recently honored with an award from Advertising Age as one of the Top 100 Marketers of the Year.

Internet's Infancy

Unlike today when the hottest IPOs are Internet-based companies, in 1995 no one knew a Yahoo! from a Yoo

Hoo. The term "e-commerce" was not in the common vernacular and no one had any idea that you could buy anything over the Internet, much less a $20,000-plus car.

On one hand, there was little negativity or hype surrounding the medium; on the other hand, no one was sure where Internet commerce was headed, hence a reluctance to give it much credibility.

Autobytel.com's goal was simple: It needed to sign auto dealers onto its program, while simultaneously driving consumer traffic to its Web site.

Reaching Auto Dealers

To reach **Autobytel**.com's key customers, auto dealers, we had to penetrate the automotive trades by convincing them that the Internet was coming on strong. Though totally foreign territory to this audience, we were able to impress upon these writers and editors that they would be missing a key story if they didn't cover **Autobytel**.com. Articles in trusted trades, such as Automotive News and Automotive Executive, helped bring dealers onto the **Autobytel**.com program.

A key effort in reaching this market was **Autobytel**.com's annual participation in the NADA (National Automobile Dealer Association) show. RBI Communications has worked with **Autobytel**.com to develop the themes for each year's show, as well as putting on press conferences.

Cross-Over Appeal

Though the Internet was gaining momentum in late 1995, we had to penetrate a much larger market if **Autobytel**.com was to be successful in the long run.

Our first goal was to make automotive editors and writers understand the value of the Internet to car buyers, a task that proved difficult but effective. Today most consumer car magazines include Web site information, something that wasn't even under consideration at the time RBI was getting stories on **Autobytel**.com in these publications.

While never neglecting the core editorial audience of Internet publications, we honed our relationships with writers focusing on personal finance, women's issues, consumer advocacy, men's general interest, and so on, to ensure that **Autobytel**.com's message of low-cost car buying reached every possible audience.

Localized Stories

A large part of **Autobytel**.com's successful editorial placements came from customer testimonials. RBI created an extensive database of satisfied customers across the United States and Canada and utilized them to gain headway into regional newspapers and publications. The strategy paid off immediately as editors were more than happy to use local residents in larger stories about the online car buying program.

Heavy TV Coverage

Some of the heaviest hits **Autobytel**.com has received were news stories. Our experience in broadcast gave us the necessary tools to create a cohesive television pitch, which included an extensive VNR. The big one came Jan. 26, 1996, when NBC Nightly News told viewers about this new way to buy a car.

Creative Client Helps

Though RBI is responsi
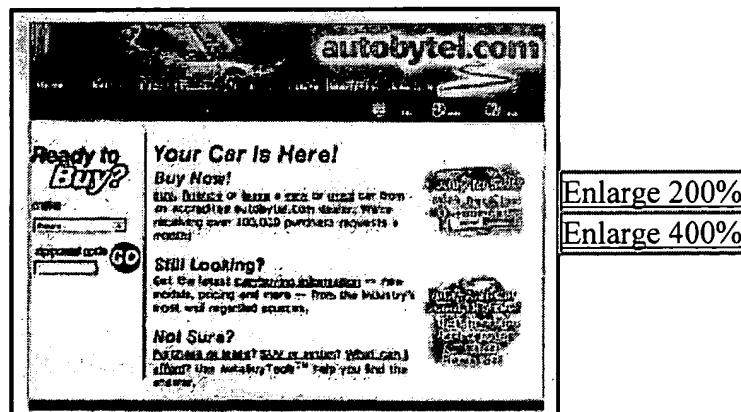
ble for placing thousands of stories, **Autobytel**.com deserves credit for having the creativity and guts to stage events that enabled us to leverage publicity.

For example, there were **Autobytel**.com's 1997 and 1998 Super Bowl commercials - PR events that garnered extensive television and print coverage and led to significant brand recognition. Then there was the celebration of **Autobytel**.com's millionth customer. **Autobytel**.com recognized the importance of the milestone and gave free rein to RBI to produce an event that included the presentation of 1 million pennies ($10,000) by Santa Claus in an armored truck accompanied by a full-scale marching band. The event is still used as a milestone in Internet commerce. *

[Author Affiliation]
Cassandra Cavanah is a PR director at Hollywood-based RBI Communications, Inc.

     Publisher Information

Print   Email   ☐ Mark Article   Abstract ,   Full Text ,   Text+Graphics ,   Page Image - PDF

Text-only interface

From:ProQuest

ProQuest®

Interface language:
English ▾

Databases selected: Multiple databases...

Article View

« Back to Results   < Previous   Article 60 of 191   Next >   Publisher Information

Print   Email   ☐ Mark Article   🖻 Abstract , 📄 Full Text

Business Wire
The Global Leader in News Distribution

Autobytel.com Named Internet Company of the Year

Business Editors. **Business Wire**. New York: Oct 23, 1998. pg. 1

» **Jump to full text** 📄

Author(s):	Business Editors
Dateline:	*CALIFORNIA*
Publication title:	Business Wire. New York: Oct 23, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	35322027
Text Word Count	314
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

IRVINE, Calif.--(BUSINESS WIRE)--Oct. 23, 1998--**Autobytel**.com Inc., the premier Internet car-buying service, was named Internet Company of the Year by the Software Council of Southern California.

At an awards ceremony held Oct. 15, Mark Lorimer, president and chief executive officer of **Autobytel**.com, accepted the Internet Company of the Year award, using the opportunity to comment on the importance of developing cohesion among Southern California's technology industries.

"It's time Southern California's technology executives acknowledge the innovative developers and thinkers that exist in their backyard. Southern California is a hot-bed of technology development and houses some of the greatest Internet success stories, including Geocities, ⓘEarthlink and Realtor.com," said Lorimer.

Full Text (314 words)

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"It is also home to great thinkers and authors, like USC's Dr. Jon Goodman, who are making cutting-edge observations about the new economy, e-commerce and business-to-business applications."

In short, Lorimer challenged high-tech Southern California businesses to illustrate the kind of cohesion that the technology industries in Silicon Valley and Silicon Alley have shown.

Winning this award also gave Lorimer the opportunity to commend the employees at **Autobytel**.com. Said Lorimer: "We are proud of the uniqueness of the work environment at **Autobytel**.com and realize that creating a positive corporate culture is a key element to ensuring a company's future. Without the strength of our employees, **Autobytel**.com would not be at the forefront of this industry."

The award was based on various categories of excellence, including innovative product, creative marketing, sales/revenue growth, team building and job creation in Southern California. More information on the Software Council of Southern California can be found at www.scsc.org.

About **Autobytel**.com Inc.

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DoubleClick Auto Accelerates into High Gear with Autobytel.com; Detroit Office Opens to Support Increased Automotive Ad Spending Online

PR Newswire. New York: Oct 8, 1998. pg. 1

» **Jump to full text**

Dateline:	*New York, California, Michigan*
Publication title:	PR Newswire. New York: Oct 8, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	34913492
Text Word Count	583
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

NEW YORK, Oct. 8 /PRNewswire/ -- ⓘDoubleClick Inc., (Nasdaq: DCLK), a leading provider of global Internet advertising solutions, is capturing a lead position in the fast growing automotive category of online advertising. The company today announced **autobytel**.com inc., (www.**autobytel**.com), is joining the DoubleClick Network. The company also today announced it is opening an office in Detroit, MI, and has hired Anne W. Steinhauer as regional account manager, strategic sales, to head its new office.

"The automotive industry recognizes the power of the Internet as a highly effective marketing and sales tool," says Jonathan Shapiro, VP of Business Development for DoubleClick. "With the addition of **Autobytel**.com to the DoubleClick Auto category, advertisers have an unequaled opportunity to reach the online auto-buying consumer. With DoubleClick's lead position and the expected increases in automotive ad spending online, our new Detroit office is an important cornerstone of our Network sales efforts."

The DoubleClick automotive category includes Kelley Blue Book, Automobile Magazine, Popular Mechanics, various country-specific auto sites, and the newly signed **Autobytel**.com. Numerous automotive advertisers, including Acura, Cadillac, Chevron, Chevy, Chrysler, Ford, ⓘGeneral Motors, ⓘHonda, ⓘIsuzu, ⓘMidas, Subaru, ⓘToyota, ⓘVolkswagen, ⓘVolvo and many others use DoubleClick Auto to reach their target audience online.

Full Text (583 words)

Copyright PR Newswire - NY Oct 8, 1998

Industry: INTERNET MULTIMEDIA ONLINE; AUTO; ADVERTISING

NEW YORK, Oct. 8 /PRNewswire/ -- ⦿DoubleClick Inc., (Nasdaq: DCLK), a leading provider of global Internet advertising solutions, is capturing a lead position in the fast growing automotive category of online advertising. The company today announced **autobytel**.com inc., (www.**autobytel**.com), is joining the DoubleClick Network. The company also today announced it is opening an office in Detroit, MI, and has hired Anne W. Steinhauer as regional account manager, strategic sales, to head its new office.

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According to Media Metrix figures for August 1998, DoubleClick Auto reaches more than one million auto-buying consumers and leads the category among selected auto sites.

"**Autobytel**.com is committed to creating a positive consumer experience," said Anne Benvenuto, **Autobytel**.com's Senior Vice President, Marketing. "When it came to adding advertising to our site, we were extremely diligent in reviewing our choices. DoubleClick, and its strong network of advertisers, is clearly the right fit with **Autobytel**.com's sophisticated demographics."

Anne W. Steinhauer joins DoubleClick to head in the company's new Detroit office. Ms. Steinhauer, was previously Vice President, Associate Media Director for W.B. Doner & Company, and also worked in media for Foote, Cone & Belding and Hal Riney & Partners.

About ⦿DoubleClick Inc.

⦿DoubleClick, Inc. (www.doubleclick.net) is a leading provider of comprehensive global Internet advertising solutions for marketers and Web publishers. Combining technology and media expertise, DoubleClick centralizes planning, execution, control, tracking and reporting for online media campaigns. ⦿DoubleClick, Inc. has U.S. headquarters in New York City, international headquarters in Dublin and maintains offices in Paris, London, Oslo, Helsinki, Barcolona, Copenhagen, Tokyo, Madrid, Milan, Sydney, Hamburg, Stockholm, Toronto, Montreal, Atlanta, Boston, Chicago, Detroit, Dallas, Los Angeles, and Silicon Valley.

This news release contains statements of a forward-looking nature relating to the future events or the future financial results of DoubleClick. Investors are cautioned that such statements are only predictions and that actual events or results may differ materially. In evaluating such statements, investors should specifically consider the various factors which could cause actual events or results to differ materially from those indicated from such forward- looking statements, including the matters set forth in DoubleClick's reports and documents filed from time to time with the Securities and Exchange Commission.

About **autobytel**.com inc.

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DoubleClick introduces Closed-Loop Marketing Solutions, a suite of products (DoubleClick DART, DoubleClick DataBank and DoubleClick Boomerang) which provide Advertisers/Agencies with real-time control of delivery, measurement/analysis and remarketing of their Web advertising campaigns. For more info., check out http://www.doubleclick.net/advertisers/closed-loop/ SOURCE ⦿DoubleClick Inc.

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HEARD ON THE BEAT / CORPORATE; Auto-By-Tel's Name Is Given Cyber Persona:[Orange County Edition]

JOHN O'DELL. **The Los Angeles Times**. (Record edition).Los Angeles, Calif.: Aug 5, 1998. pg. 10

» Jump to full text 📄

Author(s):	JOHN O'DELL
Article types:	Brief
Section:	*Business; PART-D; Financial Desk*
Publication title:	The Los Angeles Times. (Record edition). Los Angeles, Calif.: Aug 5, 1998. pg. 10
Source Type:	Newspaper
ISSN/ISBN:	04583035
ProQuest document ID:	32638353
Text Word Count	148
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

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Abstract (Article Summary)

Internet auto buying service Auto-By-Tel Corp. has changed its name to get more in line with being online.

It's part of the trend by Internet-based businesses to have their names match their Web site addresses to make it easier for potential customers.

Full Text (148 words)

Internet auto buying service Auto-By-Tel Corp. has changed its name to get more in line with being online.

The new moniker: **autobytel**.com inc.

And yes, they really do mean to have it all in lower case.

It's part of the trend by Internet-based businesses to have their names match their Web site addresses to make it easier for potential customers.

The name change coincides with a major revamp of **autobytel**.com's Web site as the company pushes plans to expand its offerings, says Mark Lorimer, president and chief executive.

In addition to car-buying services--including price quotes from local dealers and access to financing and insurance information and sources--the new site has links to such information sources as car reviews, news articles, factory brochures and specification lists.

Credit: John O'Dell covers major Orange County corporations and manufacturing for The Times. He can be reached at (714) 966-5831 and at john.odell@latimes.com

Text-only interface

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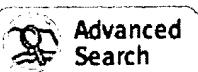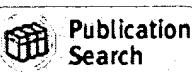COMPANY

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Basic Search Advanced Search Topic Guide Publication Search Marked List

Interface language:
English ▼

Databases selected: Multiple databases...

Article View   « Back to Results   < Previous Article 122 of 191 Next >   Publisher Information

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Business Wire
The Global Leader in News Distribution

Auto-By-Tel Corp. Changes Name to "autobytel.com inc." and Unveils New Web Site; This Serves to Enhance Autobytel.com's Position as the Premier Destination for All Things Automotive

Business Editors/Automotive Writers. **Business Wire**. New York: Aug 4, 1998. pg. 1

» Jump to full text ▤

Author(s):	Business Editors/Automotive Writers
Dateline:	*CALIFORNIA*
Publication title:	Business Wire. New York: Aug 4, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	32590414
Text Word Count	802
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

IRVINE, Calif.--(Automotive Wire)--Aug. 3, 1998--Auto-By-Tel Corp. Monday announced it has changed its name to "**autobytel**.com inc." The name change, coupled with the launch of a significantly enhanced Web site, are part of **Autobytel**.com's long term plans to offer consumers everything automotive related, including proprietary research tools, pricing information, links to third-party information providers and low-cost car buying.

"Until now, consumers have thought of **Autobytel**.com primarily as a purchasing program that enables them to get a great deal on a new or used car," said Mark Lorimer, **Autobytel**.com's president and chief executive officer. "The enhanced features on the new site let **Autobytel**.com play a more integral role in the car-buying process, while retaining our commitment to painless car buying." Empowering Consumers With **Autobytel**.com's Tools

Full Text (802 words)

IRVINE, Calif.--(Automotive Wire)--Aug. 3, 1998--Auto-By-Tel Corp. Monday announced it has changed its name to "**autobytel**.com inc." The name change, coupled with the launch of a significantly enhanced Web site, are part of **Autobytel**.com's long term plans to offer consumers everything automotive related, including proprietary research tools, pricing information, links to third-party information providers and low-cost car buying.

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Autobytel.com realizes that every car buyer is unique and the ways in which they determine their car of choice can differ greatly. After considerable analysis and research, a site has been developed that gives consumers an entire library of tools to make better buying decisions. In addition to tons of searchable research information, including car reviews, factory brochures, specification lists, articles from The Weekly AutoMarket Report, and more.

Car Browser ("Just Browsing") -- Car shoppers who are just

beginning their car search can browse through hundreds of vehicle

photos for every make and model, ultimately leading them to

specification and pricing information.

Car Selector ("Ready to Select") -- Car shoppers who have certain

needs or primary considerations (e.g., an SUV that costs between

$30,000 - $40,000) can take a quick trip through **Autobytel**.com's

Car Selector to pinpoint the vehicle that suits their needs.

Car Builder ("Ready to Buy") -- When a car buyer is ready to put

in a request to purchase, **Autobytel**.com lets them "build" their

car. When they choose the make, model and exact series, the next

screen automatically fills with the vehicle's standard features.

Next, customers can add option packages and watch the dealer and

MSRP prices change. This process enables car buyers to generate a

customized "window sticker" complete with dealer invoice and MSRP

pricing, which is then routed directly to the **Autobytel**.com

manager at an accredited dealership. A purchase vs. lease

calculator lets car buyers analyze the financial aspects

acquiring their car, including the monthly payment.

Expanded Used Car Selector

The **Autobytel**.com Web site also gives used car buyers new and improved means to find that perfect used vehicle. **Autobytel's** Certified Used Car CyberStore now incorporates easy to use search tools for finding cars that help consumers meet their specific needs (e.g., an SUV within 50 miles that costs less than $20,000 and is newer than 1995).

In addition, **Autobytel**.com now gives consumers the ability to list and sell their used vehicles directly from the site. Powered by Classifieds 2000, the Web's largest classifieds listings, the new For-Sale-By-Owner section underscores **Autobytel**.com's dedication to giving consumers the widest range of choices when it comes to buying and selling a vehicle.

When ascertaining a used vehicle's trade-in value, **Autobytel**.com visitors are given easy access to Kelly Blue Book reports directly from its site. The Automotive Destination on the Web

"Improved content, combined with **Autobytel's** tools, takes the notion of easy, painless car shopping a giant leap forward," said Lorimer. "However, **Aut bytel**.com strives to be much more than a shopping area. Many of the

new features encourage community involvement, while improved navigation and searching tools make using **Autobytel**.com easier than ever."

With today's launch, **Autobytel**.com includes the first in a series of user forums, the Consumer Test Drive area, where consumers can share their personal views on vehicles they've recently driven.

For improved navigation, **Autobytel**.com has adopted a tabbed interface, letting users easily find their way by clicking "folder-like" tabs at the top of the page (Home, New, Used, Research, Finance, Insure, Warranties, and Rewards). An easy-to-access search page gives visitors the ability to view the contents of the site and search specific areas from a slightly different vantage point. Logo Change Reflects "Destination" Theme

"We wanted a logo that illustrated the strength of our brand while reminding consumers that they are in the driver's seat when buying cars through **Autobytel**.com," said Anne Benvenuto, **Autobytel**.com's senior vice president, marketing.

She further commented, "The key element of the logo is a mark symbolizing a road, which signifies a destination that leads to **Autobytel**.com." The logo uses a color combination of deep blue and bright red to reinforce the concept of leadership while offering comfort and a bit of fun and excitement. About **autobytel**.com inc.

Irvine-based **autobytel**.com inc. (www.**autobytel**.com) is a nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. **Autobytel**.com's North American Accredited Dealer Network includes more than 2,600 dealerships, representing every major automotive manufacturer. **Autobytel**.com is a registered service mark of **autobytel**.com inc. SEQN: BW0217

   Publisher Information

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Text-only interface

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Article View   « <u>Back to Results</u>   <u>< Previous</u> Article 126 of 191 <u>Next ></u>   <u>Publisher Information</u>

Print   Email   ☐ Mark Article   <u>Abstract</u> , ☐ Full Text

Business Wire
The Global Leader in News Distribution

Auto-By-Tel Signs Sponsorship Agreement with Excite, Becoming Exclusive Auto Buying Service on the Excite and Netscape Co-Branded Autos Channel within Netscape NetCenter

Business Editors. **Business Wire**. New York: <u>Jul 22, 1998</u>. pg. 1

» <u>Jump to full text</u> 📄

Author(s):	<u>Business Editors</u>
Dateline:	*CALIFORNIA*
Publication title:	<u>Business Wire</u>. New York: <u>Jul 22, 1998</u>. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	32261608
Text Word Count	644
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

IRVINE, Calif.--(BUSINESS WIRE)--July 22, 1998--Auto-By-Tel Corp. and Excite Inc. (NASDAQ:XCIT) today announced that Auto-By-Tel will be featured as the exclusive auto buying service on the Netscape and Excite co-branded channels on Netscape's NetCenter.

This two-year agreement, combined with Auto-By-Tel's existing sponsorship agreement covering Excite's flagship excite.com service, means that Auto-By-Tel's potential audience will be more than 20 million consumers every month.

Excite (www.excite.com) and Netscape NetCenter (www.netscape.com) are two of the most visited sites on the web offering consumers easy access to the Internet's extensive information through search engines and links to topic-specific channels. Auto-By-Tel is featured on Excite's recently launched co-branded Netscape NetCenter Autos Channel, and its advertising will appear on all of the Excite-programmed channels, which include Autos, Shopping, Arts & Leisure, Auctions, Education, Games, Lifestyle and Real Estate channels.

Full Text (644 words)

Copyright Business Wire Jul 22, 1998

IRVINE, Calif.--(BUSINESS WIRE)--July 22, 1998--Auto-By-Tel Corp. and Excite Inc. (NASDAQ:XCIT) today announced that Auto-By-Tel will be featured as the exclusive auto buying service on the Netscape and Excite co-branded channels on Netscape's NetCenter.

This two-year agreement, combined with Auto-By-Tel's existing sponsorship agreement covering Excite's flagship excite.com service, means that Auto-By-Tel's potential audience will be more than 20 million consumers every month.

Excite (www.excite.com) and Netscape NetCenter (www.netscape.com) are two of the most visited sites on the web offering consumers easy access to the Internet's extensive information through search engines and links to topic-specific channels. Auto-By-Tel is featured on Excite's recently launched co-branded Netscape NetCenter Autos Channel, and its advertising will appear on all of the Excite-programmed channels, which include Autos, Shopping, Arts & Leisure, Auctions, Education, Games, Lifestyle and Real Estate channels.

"Auto-By-Tel is a strong partner for The Excite Network, providing powerful, comprehensive services and information for potential car buyers," said Kenneth Wachtel, senior vice president, Sales, Excite Inc. "Our continuing strategic relationship with Auto-By-Tel gives our millions of users increased access to the premier Web-based car buying services."

"This agreement takes Auto-By-Tel's already strong relationship with The Excite Network to its next level and gives us the opportunity to provide web users with the tools they need to make an informed buying decision," said Anne Benvenuto, Auto-By-Tel's senior vice president, Marketing. "We are pleased to be able to present our unique blend of content to Excite and NetCenter users."

Media.com, a division of Grey Interactive Worldwide, negotiated the two-year agreement. Said Dave Dowling, media.com's president: "Auto-By-Tel has consistently set trends when it comes to Internet marketing. Our challenge was to ensure Auto-By-Tel went 'beyond the banner' to reach its audience."

From the Autos Channel, consumers will have access to extensive research tools and information provided by Auto-By-Tel, including links to the top automotive information providers, detailed model information and reviews, and the Weekly AutoMarket Report, a consumer-based automotive newsletter. In "Buy A Car Online," one of six featured Auto Guides in the Autos Channel, car buyers will drop directly into Auto-By-Tel's purchase request form for a new or used car. Individuals seeking vehicle information can visit other Auto-By-Tel-sponsored Auto Guides in the Autos Channel, like "Take a Test Drive" or "Auto Makers," the spotlight feature of the Autos Channel to conduct research before making a decision.

Auto-By-Tel and Excite will work together to create and promote contests and car giveaways across the co-branded NetCenter channels. Up to three vehicles will be given away during each twelve-month period the contract is in effect. About Auto-By-Tel

Irvine, Calif.-based Auto-By-Tel Corp. (www.**autobytel**.com) is a nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. Auto-By-Tel's North American Accredited Dealer Network includes over 2,600 dealerships, representing every major automotive manufacturer. Auto-By-Tel is a registered service mark of Auto-By-Tel Corp. About Excite

Founded in 1994, Excite Inc. is a global media company offering consumers a free online service with a simple front end to the Internet and extensive personalization capabilities, and advertisers the best one-to-one marketing services available online. The Excite Network consists of two of the largest brands on the Web, Excite and WebCrawler, and its subsidiaries: Classifieds2000, MatchLogic Inc., Excite Japan Co. Ltd. and Excite UK Ltd. Personalized versions of Excite are available in France, Germany, the U.K. and Japan. Localized versions are available in The Netherlands, Sweden and Australia. Based in Redwood City, Calif., Excite Inc. (NASDAQ:XCIT) has strategic relationships with ⓘAmerica Online Inc., ⓘIntuit Inc., Netscape, Prodigy Internet and ⓘTribune Co.

Netscape and NetCenter are registered trademarks of Netscape Communications Corp. in the United States and other countries. Other Netscape logos, product names, and service names are also trademarks of Netscape Communications Corp., which may be registered in other countries. Other product and brand names are trademarks of their respective owners. SEQN: BW0273

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English

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Article View

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Print   Email   ☐ Mark Article   Abstract , Full Text

Business Wire
The Global Leader in News Distribution

Auto-By-Tel Ranked Best Online Buying Service; Named "King of the Online Car-Buying Sites" on NewMedia 500 List; and Named to Prestigious Marketing 100 List in Advertising Age

Business Editors/Automotive Writers. **Business Wire**. New York: Jul 1, 1998. pg. 1

» **Jump to full text**

Author(s):	Business Editors/Automotive Writers
Dateline:	_CALIFORNIA_
Publication title:	Business Wire. New York: Jul 1, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	30868683
Text Word Count	369
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Abstract (Article Summary)

IRVINE, Calif.--(BUSINESS WIRE)--July 1, 1998--Auto-By-Tel, the premier new and used car buying program on the web, received kudos from three top-tier publications this week. First, Advertising Age announced Auto-By-Tel Corporation made its "Marketing 100 List," the only Internet company so named (June 29, 1998). Next, The Washingtonian named Auto-By-Tel the Best Online Buying Service in its Best & Worst issue (July 1998). And, NewMedia Magazine included Auto-By-Tel as the only online car buying service in its prestigious NewMedia 500 report (July 1998).

Full Text (369 words)

IRVINE, Calif.--(BUSINESS WIRE)--July 1, 1998--Auto-By-Tel, the premier new and used car buying program on the web, received kudos from three top-tier publications this week. First, Advertising Age announced Auto-By-Tel Corporation made its "Marketing 100 List," the only Internet company so named (June 29, 1998). Next, The Washingtonian named Auto-By-Tel the Best Online Buying Service in its Best & Worst issue (July 1998). And, NewMedia Magazine included Auto-By-Tel as the only online car buying service in its prestigious NewMedia 500 report (July 1998).

"This recognition validates the unique approach we've taken to car buying on the Internet," said Mark Lorimer, Auto-By-Tel's President and CEO. "The information consumers get on our site, combined with the high-quality dealer experience Auto-By-Tel delivers has made us the leader in the future of automobile distribution."

Pete Ellis, Auto-By-Tel's founder, is featured in Advertising Age's The Marketing 100, which "salutes visionaries who latch onto an idea, run with it and reach their goals." Joining Auto-By-Tel in receiving this award are innovative brands like ⓘSouthwest Airlines, ⓘA&E's Biography, Sing & Snore Ernie and Gap Khakis.

Auto-By-Tel, rated "king of the online car-buying sites," is the only online car buying program to make it into NewMedia Magazine's NewMedia 500 report. The report names the technology, media and infrastructure companies that play the most influential roles in digital interactive media. Other companies included on the list are ⓘIntel, Disney, ⓘNews Corp., ⓘLucent and ⓘTCI.

The highly-influential The Washingtonian magazine, gave Auto-By-Tel's its highest honors after testing other automotive sites and discovering that Auto-By-Tel was not only "easy to navigate" but its dealer "quoted a price immediately over the phone" that was "about $1,500 less than sticker price." Auto-By-Tel's competitors were marked down for failing to meet Auto-By-Tel's content and dealer fulfillment standards. About Auto-By-Tel

Irvine, CA-based Auto-By-Tel Corporation (www.**autobytel**.com) is the leading nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. According to ⓘJ.D. Power and Associates 1998 Dealer Satisfaction with Online Buying Services Study, Auto-By-Tel was rated #1 in dealer satisfaction. Auto-By-Tel's North American Accredited Dealer Network includes over 2,700 dealerships, representing every major automotive manufacturer. Auto-By-Tel is a registered service mark of Auto-By-Tel Corporation. SEQN: BW0081

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Print   Email   ☐ Mark Article   Abstract , ▤ Full Text

Business Wire
The Global Leader in News Distribution

Mark Lorimer Appointed President and CEO of Auto-By-Tel Corp.; As the Former COO of Auto-By-Tel, Lorimer Has Been Instrumental in Furthering Auto-By-Tel's Position in the Marketplace

Business Editors & Automotive Industry Writers. **Business Wire**. New York: Jun 26, 1998. pg. 1

» **Jump to full text** ▤

Subjects:	Automobile dealers, Electronic commerce, Appointments & personnel changes, Chief e
Locations:	Automobile dealers, Electronic commerce, Appointments & personnel changes, Chief e
Locations:	Irvine, CA, US, Pacific
People:	Lorimer, Mark
Companies:	Auto-By-Tel (NAICS: 7379)
Author(s):	Business Editors & Automotive Industry Writers
Publication title:	Business Wire. New York: Jun 26, 1998. pg. 1
Source Type:	Wire Feed
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Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

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Abstract (Article Summary)

June 26, 1998--Auto-By-Tel, the premier online car-buying program, Friday announced the promotion of Mark Lorimer to president and chief executive officer.

The former chief operating officer of Auto-By-Tel, Lorimer is now responsible for all of Auto-By-Tel's strategy, planning and operations, both domestic and international.

"It gives me great pleasure to announce Mark Lorimer's appointment and I look forward to working with him as he takes Auto-By-Tel to its next level," said Pete Ellis, Auto-By-Tel's founder.

Full Text (432 words)

June 26, 1998--Auto-By-Tel, the premier online car-buying program, Friday announced the promotion of Mark Lorimer to president and chief executive officer.

The former chief operating officer of Auto-By-Tel, Lorimer is now responsible for all of Auto-By-Tel's strategy, planning and operations, both domestic and international.

"It gives me great pleasure to announce Mark Lorimer's appointment and I look forward to working with him as he takes Auto-By-Tel to its next level," said Pete Ellis, Auto-By-Tel's founder.

"Mark has been instrumental in facilitating the rapid and successful expansion of Auto-By-Tel. His expertise in building business relationships, combined with strong leadership skills and the ability to make effective decisions within the rapidly changing context of Internet commerce, have helped Auto-By-Tel achieve its pre-eminent position."

Ellis founded the company to pursue his vision to effectively alter the automotive distribution channel. The Auto-By-Tel concept has far exceeded expectations, and, though imitators have followed, Auto-By-Tel is the number 1 Web site for low-cost car buying.

Now that Auto-By-Tel has made its mark on the U.S. auto industry, Ellis will continue to work on Auto-By-Tel's domestic and international strategic initiatives.

At the same time, the company also announced that Michael Fuchs was named chairman of Auto-By-Tel's board of directors. Fuchs formerly served as chairman and CEO of ⓘHome Box Office (HBO), and later served as chairman and CEO of Warner Music.

"Michael has had great experience in transforming industries. His experience at HBO has provided, and will continue to provide, an enormous advantage to Auto-By-Tel as we move into the next phase of our development," said Lorimer.

Lorimer joined Auto-By-Tel in December 1996 as general counsel and was promoted to executive vice president, COO, in May 1997. Prior to joining Auto-By-Tel, Lorimer served as a capital markets partner for the international law firm ⓘDewey Ballantine.

From 1993 to 1995, Lorimer served on the faculty of Fordham Graduate School of Business Administration in New York where he taught securities transactions. Lorimer is also a popular lecturer on Internet commerce, strategic alliances and joint-venture formation and, as a spokesman for Auto-By-Tel, has been interviewed in numerous publications on the subject of Internet commerce. About Auto-By-Tel

Irvine-based Auto-By-Tel (www.**autobytel**.com) is the leading nationally branded, Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance.

According to ⓘJ.D. Power and Associates 1998 Dealer Satisfaction with Online Buying Services Study, Auto-By-Tel was rated number 1 in dealer satisfaction. Auto-By-Tel's North American Accredited Dealer Network includes more than 2,700 dealerships, representing every major automotive manufacturer. Auto-By-Tel is a registered service mark of Auto-By-Tel Corp. SEQN: BW0133
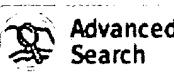

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Founders name new CEO at Auto-By-Tel // COMPANIES: It's time for the Internet retailer's `next step,' which could include a stock sale, officials say.:[MORNING Edition]

CHRIS KNAP: The Orange County Register. **Orange County Register**. Santa Ana: Jun 27, 1998. pg. c.01

» **Jump to full text** 🖹

Author(s):	CHRIS KNAP: The Orange County Register
Dateline:	*IRVINE, CA*
Section:	*BUSINESS*
Publication title:	Orange County Register. Santa Ana: Jun 27, 1998. pg. c.01
Source Type:	Newspaper
ProQuest document ID:	30913047
Text Word Count	278
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

Internet auto retailer Auto-By-Tel on Friday named Chief Operating Officer Mark Lorimer as CEO, replacing founder Pete Ellis.

Lorimer was hired as Auto-By-Tel's general counsel in late 1996 and became chief operating officer in May 1997. He is a former capital markets partner with international law firm ⓘDewey Ballantine and taught at ⓘFordham University's business school in New York in the early '90s.

Ellis and co-founder John C. Bedrosian will no longer hold executive posts, a company spokeswoman said. They remain the largest stockholders, and Ellis retains his seat on the board.

Full T xt (278 words)

Copyright Freedom Communications, Inc. Jun 27, 1998

Internet auto retailer Auto-By-Tel on Friday named Chief Operating Officer Mark Lorimer as CEO, replacing founder Pete Ellis.

Lorimer was hired as Auto-By-Tel's general counsel in late 1996 and became chief operating officer in May 1997. He is a former capital markets partner with international law firm ⓘDewey Ballantine and taught at ⓘFordham University's business school in New York in the early '90s.

Ellis and co-founder John C. Bedrosian will no longer hold executive posts, a company spokeswoman said. They remain the largest stockholders, and Ellis retains his seat on the board.

"This baby needs to go next step," Ellis said in a brief interview Friday. "I hired Mark (Lorimer) a year and a half ago, and it was my underlying thought process that if he proved himself he might take it over."

Ellis said he will continue to be involved in the business, including setting up new Internet-sales networks in Japan, France, England and Norway.

Auto-By-Tel planned early last year to raise $37 million by selling 3.6 million shares. At the time, the company's disclosures showed it was not yet turning a profit. Officials eventually decided to postpone the offering, citing the volatility of the market.

Since then, Auto-By-Tel says it has raised $37 million in private equity, including investments by General Electric Capital Corp.

Ellis said Friday that the company is still interested in going public, but declined to say when that might happen.

Auto-By-Tel (www.**autobytel**.com) said in December that it had sold its one-millionth car _ a used ⓘVolvo that a Pennsylvania woman bought from a Maryland dealer affiliated with the site. In March, ⓘJ.D. Power and Associates named Auto-By-Tel the best online car-buying service.

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Interface language:
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Auto-By-Tel Exec Resigns:[Home Edition]

JOHN O'DELL. **The Los Angeles Times**. (Record edition).Los Angeles, Calif.: Jun 27, 1998. pg. 2

» Jump to full text 📄

Subjects:	Automobile dealers, Electronic commerce, Appointments & personnel changes, Chief e
Locations:	Automobile dealers, Electronic commerce, Appointments & personnel changes, Chief e
Locations:	Los Angeles, CA, US, Pacific
People:	Ellis, Pete, Lorimer, Mark, Ellis, Pete, Lorimer, Mark
Companies:	**Autobytel**-com Inc, Auto-By-Tel (NAICS: 7379)
Author(s):	JOHN O'DELL
Article types:	News
Section:	*Business; PART-D; Financial Desk*
Publication title:	The Los Angeles Times. (Record edition). Los Angeles, Calif.: Jun 27, 1998. pg. 2
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ISSN/ISBN:	04583035
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Text Word Count	305
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Abstract (Article Summary)

Internet auto shopping service Auto-By-Tel Corp. said Friday that founder Pete Ellis has stepped down from his operating posts in a move to strengthen the company's credibility in the market.

Mark Lorimer, formerly chief operating officer, will replace Ellis as president and chief executive. Michael Fuchs, former chairman of ⓘTime Warner's HBO and Warner Music subsidiaries and a major investor in Auto-By-Tel, will become chairman.

In a prepared statement, Ellis said Lorimer, a lawyer who specialized in securities law and corporate financing, is expected to take Auto-By-Tel "to its next level."

Full Text (305 words)

Internet auto shopping service Auto-By-Tel Corp. said Friday that founder Pete Ellis has stepped down from his operating posts in a move to strengthen the company's credibility in the market.

Mark Lorimer, formerly chief operating officer, will replace Ellis as president and chief executive. Michael Fuchs, former chairman of ⑦Time Warner's HBO and Warner Music subsidiaries and a major investor in Auto-By-Tel, will become chairman.

Lorimer said Ellis decided to step aside because he wants to concentrate on planning instead of dealing with the financial aspects of a growing company.

In a prepared statement, Ellis said Lorimer, a lawyer who specialized in securities law and corporate financing, is expected to take Auto-By-Tel "to its next level."

Lorimer said the changes were not instituted by investors, who have put more than $42 million into the company, but by Ellis, who owns 30% of the company's stock.

Ellis, a well-known Southern California new-car dealer who went broke during an industry downturn in the early 1990s, founded Auto-By-Tel in 1995 as an alternative to the traditional way cars are sold.

The service allows consumers to do their shopping and pricing without setting foot on a dealer's lot. Once a consumer decides to buy, Auto-By-Tel refers the transaction to a dealer, who has paid a fee to belong to the service and who promises to sell cars at discount prices.

Auto-By-Tel says that more than 2,700 dealers belong to its network and claims to be responsible for more than $500,000 a month in car sales.

The company has been rated the top Internet car-shopping service by several firms that evaluate online marketing.

The company called off a bid to go public last year when it became apparent that the market would not price its stock high enough to enable backers to cash out their investments.

Credit: TIMES STAFF WRITER

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Business Wire

The Global Leader in News Distribution

Auto-By-Tel Announces Breakthrough Technology Designed to Set New Standard For Online Car-Buying

Business Editors & Automotive Writers. **Business Wire**. New York: May 19, 1998. pg. 1

» **Jump to full text** 📄

Author(s):	Business Editors & Automotive Writers
Dateline:	*CALIFORNIA*
Publication title:	Business Wire. New York: May 19, 1998. pg. 1
Source Type:	Wire Feed
ProQuest document ID:	29549462
Text Word Count	694
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

Auto-By-Tel (www.**autobytel**.com), the premiere online car-buying program, Tuesday announced technological advances that will significantly amplify the efficiency of the program that revolutionized the car-buying process.

At its second nationwide Satellite Summit, Auto-By-Tel unveiled details of its new Web-based Dealer Real Time (DRT) technology designed to connect Auto-By-Tel Accredited Dealers directly into Auto-By-Tel's database and customer management systems.

"Auto-By-Tel is the company that has set the standard for online car-buying programs, both in technology and strategy, and today we are raising that standard even higher," said Auto-By-Tel Chairman and CEO Peter Ellis.

Full Text (694 words)

IRVINE, Calif.--(BUSINESS WIRE)--May 19, 1998--

Auto-By-Tel Addresses Its 2,700+ Dealer Network During a

45-Location Satellite-Based Conference, Outlining Impact New

Dealer Real Time System Will Have On Dealer Efficiencies and

Consumer Satisfaction

Auto-By-Tel (www.**autobytel**.com), the premiere online car-buying program, Tuesday announced technological advances that will significantly amplify the efficiency of the program that revolutionized the car-buying process.

At its second nationwide Satellite Summit, Auto-By-Tel unveiled details of its new Web-based Dealer Real Time (DRT) technology designed to connect Auto-By-Tel Accredited Dealers directly into Auto-By-Tel's database and customer management systems.

With its new DRT system, Auto-By-Tel is the only online car-buying program that can instantly route Purchase Requests to its Accredited Dealers enabling them to respond almost immediately to the consumer.

"Auto-By-Tel is the company that has set the standard for online car-buying programs, both in technology and strategy, and today we are raising that standard even higher," said Auto-By-Tel Chairman and CEO Peter Ellis.

"By creating a technology that integrates consumer, dealer and Auto-By-Tel, we are translating the power of the Internet into the most dynamic, efficient and low-cost car-buying process for both dealer and consumer."

The 50-plus employees of Auto-By-Tel's IT department have created a system that is unique in the online car-buying field. While other online services are still hampered with old technology to send purchase requests to dealers, Auto-By-Tel's new Dealer Real Time system does away with faxing, paper -- even e-mail -- and is guaranteed to expedite the process for the consumer.

This same system also means that Auto-By-Tel is the only online car-buying program that has the technology to establish and monitor rigorous dealer standards for customer satisfaction. Dealer Real Time Cornerstone of Process

"Auto-By-Tel's first generation Dealer Real Time system was introduced in February of 1997, and we discovered that the dealers who were on DRT were selling more cars than dealers on the old system," said Ellis. "This advanced technology is the cornerstone of our commitment to using Internet technology to change how cars are bought and sold."

Auto-By-Tel's new DRT system provides an extensive contact management system that allows the dealer to maintain a history of interaction with the consumer. With its enhanced reporting capabilities, DRT allows the Auto-By-Tel Accredited Dealer to see not only how his or her department is performing within the dealership, but also how that department compares to other dealerships.

Additionally, Auto-By-Tel's customer service and dealer support departments will have the capacity to independently monitor each Purchase Request that enters the system to ensure optimal response efficiency.

Ann Delligatta, chief technology officer, stated that "Auto-By-Tel's new Dealer Real Time system is a proprietary ExtraNet that allows us to leverage our expertise in Web-based technology. It provides a seamless link to our dealer network today and a platform for tomorrow's innovations." Dealers United in Technology and Process

Since its inception, Auto-By-Tel has recognized that the automotive distribution channels that have been in place for the past 100 years no longer work. Chairman and CEO Pete Ellis, a former car dealer himself, founded Auto-By-Tel with one goal in mind -- to fix the car-buying and -selling processes. Ellis' belief in focusing on efficient distribution processes involving technology has allowed Auto-By-Tel to maintain its leadership position in the industry.

Commenting at today's Satellite Summit, Ellis said: "Being linked today by satellite to our Accredited Dealers is symbolic of the very real link our new Dealer Real Time system provides. With the entire network connected through DRT, Auto-By-Tel's dealer body is united in technology, process and vision." About Auto-By-Tel

Irvine-based Auto-By-Tel Corp. (www.**autobytel**.com) is the leading nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. According to ⓘJ.D. Power and Associates 1998 Dealer Satisfaction with Online Buying Services Study, Auto-By-Tel was rated No. 1 in dealer satisfaction.

Auto-By-Tel is responsible for more than $500 million in vehicle sales per month, according to its recent Purchase Request volume and sales closing ratios as determined by its customer surveys. Auto-By-Tel's North American Accredited Dealer Network includes more than 2,700 dealerships, representing every major automotive manufacturer. Auto-By-Tel is a registered service mark of Auto-By-Tel Corp. http://www.**autobytel**.com SEQN: BW0010

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Business Wire
The Global Leader in News Distribution

Auto-By-Tel Expands International Reach with Investment from Bilia AB and Launch of Auto-By-Tel Nordic

Business Editors & Automotive Writers. **Business Wire**. New York: May 11, 1998. pg. 1

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Abstract (Article Summary)

Under the investment agreement, Bilia will purchase $5 million in preferred stock in Auto-By-Tel Corporation. The Letter Of Intent provides for the launch Auto-By-Tel Nordic. Bilia joins several leading international companies, including GE Capital, ⓘAmerican International Group and Inchcape Motors International, as an Auto-By-Tel investor.

"After a successful three years in the U.S., Auto-By-Tel has launched a campaign to expand internationally," said Pete Ellis, President and CEO of Auto-By-Tel Corporation. "We believe the Auto-By-Tel concept will be particularly popular in the Nordic region especially as Internet usage is so well developed there. Partnering with Bilia, a company that has demonstrated Internet expertise coupled with comprehensive experience in automotive distribution, secures Auto-By-Tel a leading position in the Nordic region as we continue to expand in the global market.

According to the Letter Of Intent, Bilia will have the rights to market Auto-By-Tel's business concept and technology in the four Nordic markets (Sweden, Norway, Denmark and Finland) and have access to its base of experience from the United States and other countries. Bilia will have majority ownership in Auto-By-Tel Nordic. The final agreement between Bilia and Auto-By-Tel regarding the establishment of the Nordic operation is expected to be consummated in June.

Full Text (639 words)

IRVINE, Calif.--(AutomotiveWire)--May 11, 1998--

Bilia Ab Invests $5 Million in Auto-By-Tel Corporation, the

World's Leader in Electronic Commerce for Cars, and Announces

Plans to Launch Auto-By-Tel in Nordic Countries

Auto-By-Tel (www.**autobytel**.com), the premiere online car buying program, has entered into an investment agreement and a Letter Of Intent with Sweden-based Bilia AB.

Under the investment agreement, Bilia will purchase $5 million in preferred stock in Auto-By-Tel Corporation. The Letter Of Intent provides for the launch Auto-By-Tel Nordic. Bilia joins several leading international companies, including GE Capital, ⓘAmerican International Group and Inchcape Motors International, as an Auto-By-Tel investor.

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Recent surveys indicate that the Nordic countries have high rates of Internet usage and accompanying market penetration, paralleling that of the United States, making this an ideal market for the Auto-By-Tel Program.

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Bilia's President and CEO, Mats Jansson, comments: "With our investment in Auto-By-Tel we are initiating cooperation with the world's leading company in electronic car sales. Auto-By-Tel has established its position in the world's largest and toughest car market and is leading the trend conceptually and commercially."

"We are investing in a growth company in an industry we know well. Becoming an investor in Auto-By-Tel's parent company -- and establishing Auto-By-Tel Nordic -- should be seen as part of our ambition to take an active role in the ongoing restructuring of vehicle distribution. These investments we are now making give us a head start and will make us well-prepared to act with resolve in various future scenarios," concludes Jansson.

Auto-By-Tel was founded in 1995 and is currently responsible for over $6 billion in auto sales per year based on closing ratios derived from Auto-By-Tel customer surveys. Since its inception, Auto-By-Tel has fielded some 1.5 million purchase requests from prospective car buyers. Auto-By-Tel launched Auto-By-Tel Canada in May 1996 and recently announced the formation of Auto-By-Tel U.K. at the National Automobile Dealers Association (NADA) in February 1998. Auto-By-Tel believes its fast, efficient, low-cost car-buying process, which has experienced unprecedented success in the United States, will be quickly adopted by both consumers and dealers worldwide.

Auto-By-Tel's business model benefits customers, participating dealers and car manufacturers by streamlining the typically time-consuming car buying process. Customers gain access to a marketplace that provides greater choice and lower costs in a no-haggle, no-hassle environment.

About Auto-By-Tel

Irvine, California-based Auto-By-Tel Corporation (www.**autobytel**.com) is the leading nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. According to ⓘJ.D. Power and Associates 1998 Dealer Satisfaction with Online Buying Services Study, Auto-By-Tel was rated number one in dealer satisfaction. Auto-By-Tel is responsible for over $500 million in vehicle sales per month, according to its recent Purchase Request volume and sales closing ratios as determined by its customer surveys. Auto-By-Tel's North American Accredited Dealer Network includes over 2,700 dealerships, representing every major automotive manufacturer. Auto-By-Tel is a registered service mark of Auto-By-Tel Corporation. SEQN: BW0313

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Uniglobe Travel Online Signs Alliance With Auto-By-Tel; Internet Travel Company Also Announces Additional Funding

PR Newswire. New York: Apr 22, 1998. pg. 1

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Dateline:	*British Columbia*
Publication title:	PR Newswire. New York: Apr 22, 1998. pg. 1
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Abstract (Article Summary)

Uniglobe Travel Online Inc. ("UTO") has forged a strategic alliance to be the exclusive Internet travel company to participate in the new Mobalist auto rewards program developed by Auto-By-Tel Corporation, the largest car sales Web site on the Internet. The UTO Web site can be accessed at www.uniglobe.com

"We look forward to increasing traffic to our UTO Web site by being a part of Auto-By-Tel's Mobalist Rewards Program," said Martin H. Charlwood, President and Chief Operating Officer of UTO. "Aligning ourselves with Auto-By-Tel as its exclusive travel partner presents us with many opportunities. Auto-By-Tel has been successful at conducting Internet commerce by making shoppers feel comfortable with making electronic transactions. We plan to tap into this segment of on-line shoppers with our Auto-By-Tel presence and sell them our travel products and services."

Copyright PR Newswire - NY Apr 22, 1998

LEISURE/TRAVEL/HOTELS

VANCOUVER, April 22 /CNW-PRN/ - Uniglobe Travel Online Inc.

Trading Symbol: UTO

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Auto-By-Tel is the industry leader in on-line car buying with over one million car buyers having used the Web site, resulting in US$500 million of new car sales per month. The www.**autobytel**.com site features low-cost, no hassle auto buying from 2,700 accredited dealers. The new Mobalist Rewards Program includes on-line partners like UTO who provide shoppers with value-added services and help them gain rewards to be used toward the purchase of their next car.

"We look forward to increasing traffic to our UTO Web site by being a part of Auto-By-Tel's Mobalist Rewards Program," said Martin H. Charlwood, President and Chief Operating Officer of UTO. "Aligning ourselves with Auto-By-Tel as its exclusive travel partner presents us with many opportunities. Auto-By-Tel has been successful at conducting Internet commerce by making shoppers feel comfortable with making electronic transactions. We plan to tap into this segment of on-line shoppers with our Auto-By-Tel presence and sell them our travel products and services."

"Joining UTO with our Mobalist Rewards program is a great example of how unique electronic commerce partnerships can leverage the power of the Internet for the benefit of the consumer," said Mark Lorimer, Chief Operating Officer of Auto-By-Tel Corporation. "Relationships like these are an indicator of how leading retailers will join to make shopping on-line more relevant and rewarding for consumers everywhere."

UTO also announced it has acquired additional capital funding for future business strategies. The Company's majority shareholder, Uniglobe Travel (International) Inc., has exercised all its outstanding warrants which provides UTO with an additional C$350,000 in funding.

"This additional interim funding, when coupled with our recently completed C$700,000 financing, provides us with the working capital to focus on our sales growth," said Charlwood.

"One of our major strategies will be to continue developing strategic relationships like the one with Auto-By-Tel to bring more traffic to our Web site and more bookings of our travel products. As opportunities arise, we will secure additional financing as we deem appropriate," said Charlwood.

Uniglobe Travel Online Inc. (VSE:UTO) is a subsidiary of Uniglobe Travel (International) Inc., the world's largest single brand travel franchise company with C$2.7 billion in annual sales and C$70 million invested in establishing and promoting its brand name. UTO provides travel products and services to business and leisure travelers as well as operating a travel fulfillment center for various on-line companies. Visit the UTO Web site at www.uniglobe.com

The Vancouver Stock Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this news release. SOURCE: Uniglobe Travel Online Inc.

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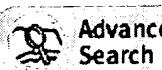
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Business Wire
The Global Leader in News Distribution

Auto-By-Tel Launches Mobalist Rewards Program, Giving Online Car Buyers Opportunity to Earn Unlimited Rewards Toward Next Car Purchase

Business Editors/Automotive Writers. **Business Wire**. New York: Apr 9, 1998. pg. 1

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Rewards can be earned two ways. When spending with Mobalist Rewards Partners, consumers who use their Mobalist Rewards Card earn up to 20% in Mobalist Rewards from such partners as ⓘbarnesandnoble.com and Transmedia. Acting as an accelerator for those earnings is the low-rate, no-annual-fee Mobalist Rewards Visa card, issued by First USA. The credit card, available in May, will secure the opportunity to earn a 1% Mobalist Rewards rebate with every purchase made. Car buyers who want to take full advantage of Mobalist Rewards earnings should opt for both rewards opportunities, using the Mobalist Rewards Visa for purchases with Mobalist Partners. First USA Mobalist Rewards ⓘVisa

Full Text (1009 words)

NOTE TO MEDIA: Photo is available in a Smart News Release(TM) on

ⓘBusiness Wire's Home Page at www.businesswire.com.

Free Mobalist Rewards Card and No-Annual-Fee Mobalist Rewards

ⓘVisa (9.99% APR) from First USA Will Allow Consumers To Earn

Their Next Car Through Everyday Purchases

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"Auto-By-Tel was invented to make car buying simple, painless and affordable for both consumers and dealers," said Pete Ellis, president and chief executive officer of Auto-By-Tel Corp.

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"Mobalist means more and more consumers will be able to buy a car with upgraded options," Ellis said. "With Mobalist Rewards accruing in an account, car buyers will be further empowered to get exactly what they want." Earn Rewards Two Ways

The Mobalist Rewards Program is similar to a frequent-flyer program, but instead of earning frequent-flyer miles, cardholders are earning Mobalist Rewards that can be used as an additional rebate toward their next vehicle.

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The Mobalist Rewards Visa card will feature a low 9.99% APR on purchases and balance transfers; a credit line of up to $100,000; a money-saving balance-transfer option; and access to 24-hour, toll-free customer-service support. Applications for the card will be available via a special toll-free number and on the Internet at www.mobalist.com.

"The new Mobalist Rewards program, coupled with the exceptional financial value of the Mobalist Rewards Visa, establishes a truly unique consumer value," said James W. Stewart III, executive vice president, partnership marketing, First USA. "First USA is thrilled to work with Auto-By-Tel to further enhance the car-buying experience with this first-of-its-kind offering." Mobalist Partners

"We welcome our affiliation with Auto-By-Tel. We are excited to be a part of this unique program that makes car buying a low-cost, consumer-friendly experience," said Jeff Killeen, chief operating officer of ⓘbarnesandnoble.com.

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First USA (www.firstusa.com), a subsidiary of BANC ONE CORPORATION, is a financial services company specializing in the credit-card business and is among the largest providers of ⓘVisa, ⓘMasterCard and private-label credit cards in the nation. First USA has approximately 40.5 million cards issued and $40.8 billion in total loans outstanding. SEQN: BW0035

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Business Wire

The Global Leader in News Distribution

Auto-By-Tel Launches Mobalist Rewards Program, Giving Online Car Buyers Opportunity to Earn Unlimited Rewards Toward Next Car Purchase

Business Editors/Automotive Writers. **Business Wire**. New York: Apr 8, 1998. pg. 1

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Full Text (995 words)

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Mobalist's earning and redemption processes are automatic and simple; consumers aren't burdened with managing their rewards account. There is absolutely no limit to the amount of Mobalist Rewards that can be accrued. All eligible Mobalist Rewards may be redeemed for a rebate which Auto-By-Tel will pay to an Accredited Dealer when the Mobalist Cardholder makes a purchase request and buys or leases any vehicle through Auto-By-Tel. Auto-By-Tel will issue a rebate up to the full purchase amount of the vehicle. Unused Mobalist Rewards expire after five years. About Auto-By-Tel

Irvine, Calif.-based Auto-By-Tel Corp. (www.**autobytel**.com) is the leading nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. According to ⓘJ.D. Power and Associates 1998 Dealer Satisfaction with Online Buying Services Study, Auto-By-Tel was rated number one in dealer satisfaction. Auto-By-Tel is responsible for over $500 million in vehicle sales per month, according to its recent Purchase Request volume and sales closing ratios as determined by its customer surveys.

Auto-By-Tel's North American Accredited Dealer Network includes over 2,700 dealerships, representing every major automotive manufacturer. Auto-By-Tel and Auto-By-Tel Mobalist are registered service marks of Auto-By-Tel Corp. About First USA
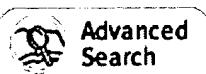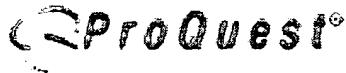
First USA (www.firstusa.com), a subsidiary of BANC ONE CORPORATION, is a financial services company specializing in the credit-card business and is among the largest providers of ⓘVisa, ⓘMasterCard and private-label credit cards in the nation. First USA has approximately 40.5 million cards issued and $40.8 billion in total loans outstanding. SEQN: BW1421

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Business Wire
The Global Leader in News Distribution

Auto-By-Tel Awards Advertising Account to Grey Interactive

Business Editors. **Business Wire**. New York: Apr 2, 1998. pg. 1

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Author(s):	Business Editors
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Abstract (Article Summary)

(BUSINESS WIRE)--April 2, 1998--Auto-By-Tel, which tops the new ⓘJ.D. Power and Associates Study(a) that measures dealer satisfaction with online buying services, awarded its $20 million integrated advertising and marketing communications account to Grey Interactive.

Grey Interactive will develop a fully integrated branding and selling effort for Auto-By-Tel that will include the use of both online and traditional media. The agency will create new online ad models that offer enhanced user options, generate click-through response by qualified customers, maximize Auto-By-Tel's online franchise positions, and work synergistically with the traditional media. Online media buying and planning will be handled by Grey Interactive's sister agency, media.com, a full-service new media buying and planning company; and traditional media will be handled by Grey Entertainment Inc. in Burbank.

Full T xt (424 words)

NEW YORK--(BUSINESS WIRE)--April 2, 1998--Auto-By-Tel, which tops the new ⓘJ.D. Power and Associates Study(a) that measures dealer satisfaction with online buying services, awarded its $20 million integrated advertising and marketing communications account to Grey Interactive.

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"We wanted an agency partner that could provide a fully-integrated approach to our off and online communications, be a full-service marketing partner, and help us continue to be the premiere online automotive service," explained Anne Benvenuto, senior vice president/marketing at Auto-By-Tel. "Grey Interactive's creative ideas showed us how we could simultaneously build the brand and drive the sale. We were also impressed by the breadth of Grey Interactive's global capabilities, which Auto-By-Tel will tap into as we expand in Canada and roll out internationally, starting with the U.K."

Other factors that Benvenuto cited as contributing to Auto-By-Tel's selection of Grey Interactive, are the agency's proven success in online commerce as evidenced by its work for Dell Computers, as well as in its consumer brand-building efforts for ⓘProcter & Gamble.

Auto-By-Tel Corp., based in Irvine, CA, is the leading nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. Through the company's web site (www.**autobytel**.com), consumers are able to gather valuable information on automobiles and light-duty trucks and shop for vehicles and related consumer services from the convenience of their home or office, at no cost. Auto-By-Tel is responsible for $500 million in vehicle sales per month, according to its recent Purchase Request volume and sales closing ratios as determined by its customer surveys. Auto-By-Tel's North American Accredited Dealer Network includes over 2,700 franchises, representing every major automotive manufacturer. Auto-By-Tel is a registered service mark of Auto-By-Tel Corp.

Grey Interactive is a full-service interactive agency with expertise in using the online medium to build business for its clients. Grey Interactive is a unit of Grey Advertising, ranked as the seventh largest advertising agency network in the world. (a) ⓘJ.D. Power and Associates press release dated March 2, 1998. SEQN: BW1181

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Business Wire
The Global Leader in News Distribution

Auto-By-Tel Ranked No. 1 in Dealer Satisfaction with Internet Buying Services, According to ⓘJ.D. Power and Associates Study

Automotive, Business and High-Tech Editors. **Business Wire**. New York: Mar 4, 1998. pg. 1

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Author(s):	Automotive, Business and High-Tech Editors
Dateline:	*CALIFORNIA*
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Source Type:	Wire Feed
ProQuest document ID:	26905563
Text Word Count	380
Article URL:	http://gateway.proquest.com/openurl?ctx_ver=z39.88-2003&res_id=xri:pqd&rft_val_fmt=o

Abstract (Article Summary)

Auto-By-Tel (www.**autobytel**.com) is the leader among online buying services, according to the ⓘJ.D. Power and Associates 1998 Dealer Satisfaction With Online Buying Services Study. Five key measures, including Sales Effectiveness, Dealer Support and Technology of Web Site, were used to determine overall dealer satisfaction. Ultimately, the company's ability to provide the greatest quantity of high-quality customers gave Auto-By-Tel the number-one ranking.

Full Text (380 words)

Copyright Business Wire Mar 4, 1998

IRVINE, Calif.--(AutomotiveWire)--March 4, 1998--

Auto-By-Tel's ability to provide a large quantity

of high-quality customers sets it apart

Auto-By-Tel (www.**autobytel**.com) is the leader among online buying services, according to the ⓘJ.D. Power and Associates 1998 Dealer Satisfaction With Online Buying Services Study. Five key measures, including Sales Effectiveness, Dealer Support and Technology of Web Site, were used to determine overall dealer satisfaction. Ultimately, the company's ability to provide the greatest quantity of high-quality customers gave Auto-By-Tel the number-one ranking.

The study also shows dealers marketing through online buying services report lower advertising costs per unit than with traditional advertising, which Auto-By-Tel believes reinforces its assertion that its program reduces dealers' overall costs. A full 60% of survey respondents reported that customer handling is the most important skill required for successful online selling.

"It's gratifying that Auto-By-Tel's position in the marketplace has been reported by the most respected marketing information firm," said Pete Ellis, Auto-By-Tel's President and CEO. "I have always firmly believed that Auto-By-Tel's strong familiarity with dealer issues makes us better positioned to service our customers and dealers. Now the positive effects of our practices have been revealed." Prior to co-founding Auto-By-Tel, Ellis owned and operated sixteen dealerships and other automotive businesses, a background he shares with many of Auto-By-Tel's top executives, giving the company a unique perspective on dealer needs.

Ellis believes much of Auto-By-Tel's dealers' satisfaction is owed to its extensive dealer training programs (21 regional sessions each month) which are designed to specifically educate dealers on reducing costs and passing that reduction on to Internet consumers. About Auto-By-Tel

Irvine, CA-based Auto-By-Tel Corporation is the leading nationally branded Internet-based purchasing program for new and certified used vehicles and related consumer services, including automotive financing, leasing and insurance. Through the company's website (www.**autobytel**.com), consumers are able to gather valuable information on automobiles and light-duty trucks and shop for vehicles and related consumer services from the convenience of their home or office, at no cost. Auto-By-Tel is responsible for over $500 million in vehicle sales per month, according to its recent Purchase Request volume and sales closing ratios as determined by its customer surveys. Auto-By-Tel's North American Accredited Dealer Network includes over 2,700 franchises, representing every major automotive manufacturer. Auto-By-Tel is a registered service mark of Auto-By-Tel Corporation. SEQN: BW1156

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